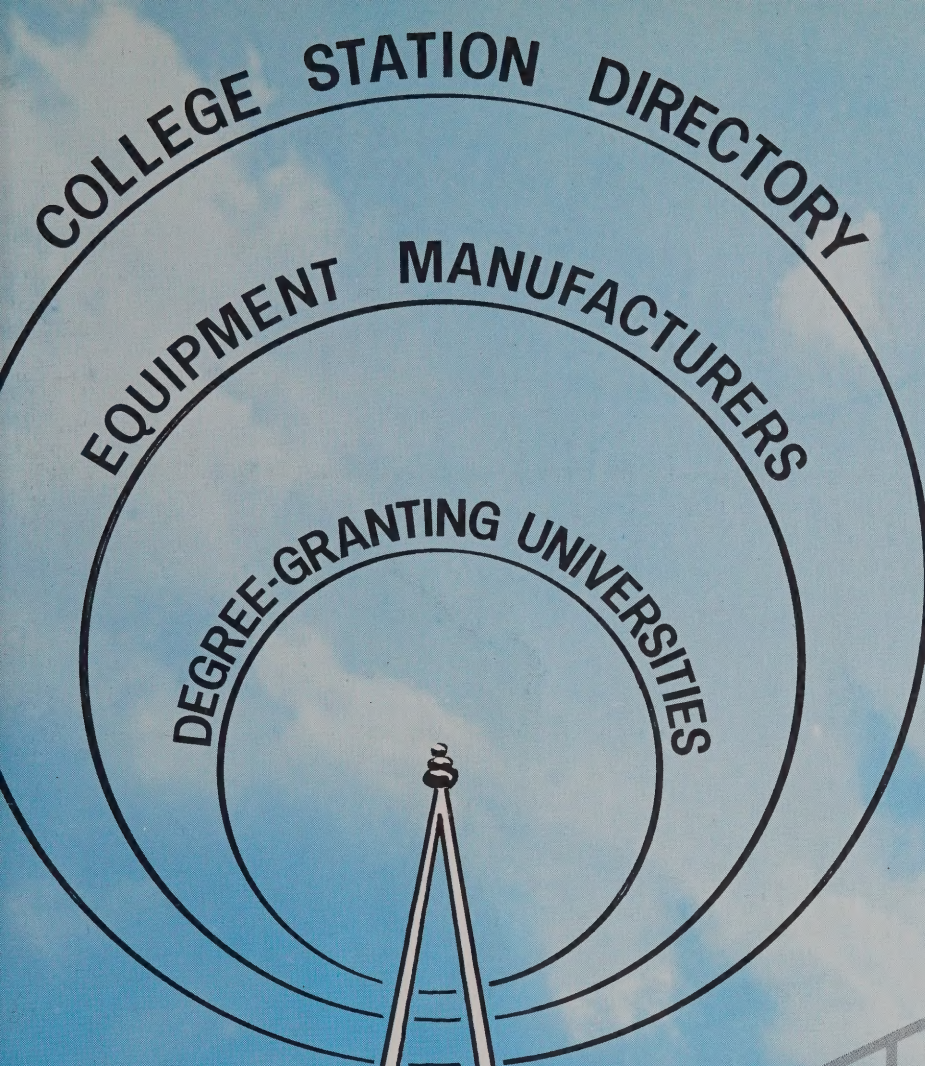


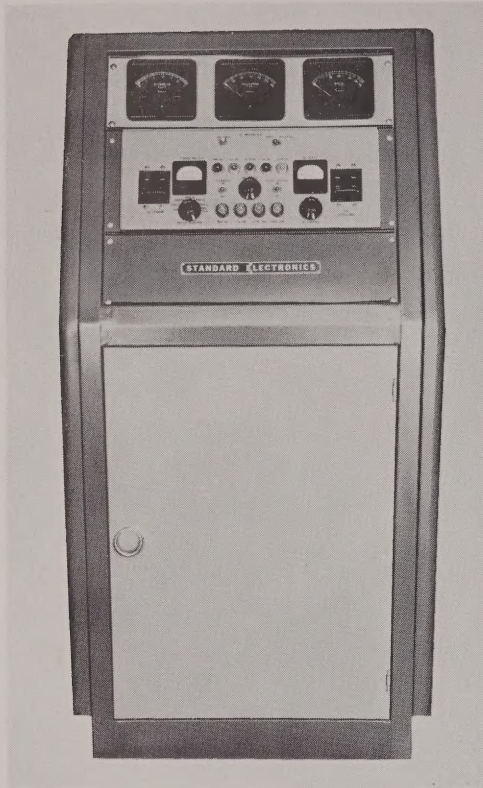
OCTOBER, 1969



JOURNAL OF COLLEGE RADIO

1969 ANNUAL

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College Radio Annual — Maczko-Wehner Advertising—Clifton, N.J.

OCTOBER 1969
VOL. 7, NO. 2

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IBS, INC.

President
GEORGE F. EUSTIS, JR.

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PUBLISHER'S REPORT

Jack Deskin

The curriculum offered by a department of radio and television is expected to be a major influence in the lives of graduates and to prepare them for success in the broadcasting industry. Some universities have progressive and up to date courses dealing with modern concepts such as the use of computers in audience research and media selection. There are courses offered in utilization of educational television, the role of public television in the 1970's and implications rising out of the CATV industry.

And yet there are major universities still offering courses in radio and television which seem to have very little bearing on the industry in the present day and age. Some faculties are very determined about keeping their course offerings current while others would rather permit themselves to go out of date than wage the tiring battles against curriculum committees, deans, governing boards and legislatures which are often necessary to implement new courses and curriculum changes. Since one of the criteria for evaluating a department is the nature and quality of its research, it is unfortunate that some faculties let the federal government dictate the methods of research, which eventually destroy time and effort of instruction. Then too, there are faculties that have a "system" going and who would rather not change it even though it is outdated.

There are 132 schools offering a major in broadcasting leading to one or more degrees, according to a survey conducted by Dr. Harold Niven under the auspices of the National Association of Broadcasters. One hundred thirty-two offer the bachelor's degree. The master's degree is offered by 64 schools, and 17 offer a doctorate with an emphasis in broadcasting.

It is very difficult to evaluate curriculum content in the many different schools across the United States, which offer courses in broadcasting usually in an overall complex

called communications. In most schools it is a part of speech. In a few it may be found in journalism, telecommunications, or even film. Twenty seven institutions have a separate department of radio and television.

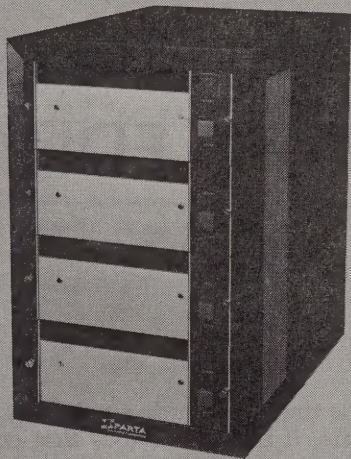
It is equally difficult to know exactly what subject matter is taught in the various courses throughout the country. As an example, virtually every school that offers any work in broadcasting has a course entitled "Introduction to Broadcasting" and yet the content can vary so much that a student could take this same course in five different schools and repeat very little of any information previously learned. "Radio production," as taught at one school, may bear not the slightest resemblance to another course having the same title at another school. There is no standardization. Each institution determines its own course content, standards and policies.

Some research has been done in regard to what value former broadcasting students place on the courses they took in college. Early in this decade a study, *Evaluation of Radio and Television Curricula by Graduates of 1960*, was conducted by the Association for Professional Broadcast Education. Respondents were asked to make two judgments on each of 27 types of courses. The results showed that the respondents would like more emphasis on advertising and marketing, management, law, history, political science, reporting and creative writing. They stated that they would have liked less emphasis on radio production, announcing and performance, speech, technical aspects, and script writing. The study also showed that about one-half of the survey respondents remained in broadcasting.

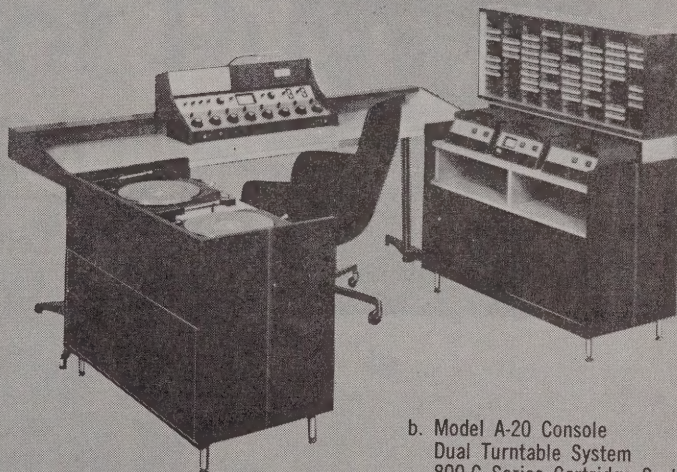
The following comment by one respondent points out the obsolete instruction offered in many of our universities.

(Continued on Page 26)

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Dual Turntable System
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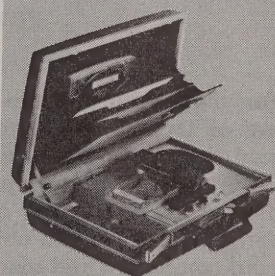


c. Model 300C-P

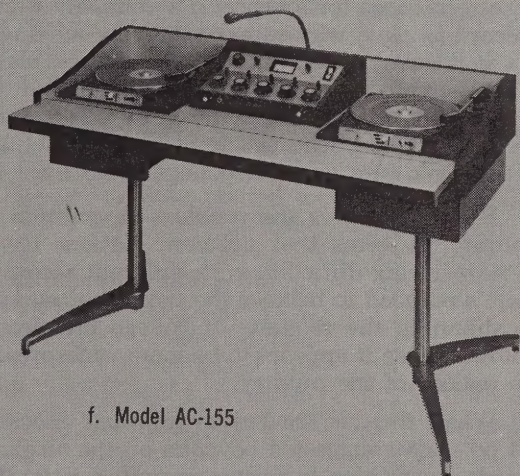


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FROM THE EDITOR

Ted Leitner

For years, college radio stations have had the age-old problem of trying to develop a strong format, that characterized the music that their particular audience desired most. The problem of ascertaining audience "wants, needs and desires" in the realm of music programming is difficult enough without the obvious lack of adequate service by record companies and distributors.

As stated, the problem is an ancient one, and was dealt with in depth in previous editions of the *Journal* ("The Record Dilemma," Nov. '68). However, a recent letter from an IBS member to Ron Bozarth, Director of Member Services, helped to point out that although many companies have responded to the importance of the college market, numerous others continue to treat the student broadcaster like a leper with a ten watt influence.

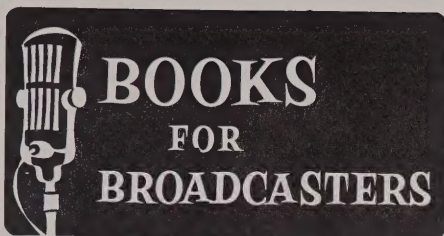
One company in particular, the Motown Corporation, has lived under the assumption that college stations can do them as much good as a child with a megaphone. Many stations have written to our Music Industry Department urging some sort of action against the Motor City people, but the magnitude of organizing and financing a nationwide campaign for better service can be staggering for small-budgeted stations. Ron Shawn, general manager at WTBU, Boston University, who wrote the letter mentioned above, is one broadcaster who knows the full scope of the Motown situation and is willing to wage a battle, or at the very least, go down fighting.

During the time I was program director at KVRO-FM, Oklahoma State, it became obvious that our pleas to Motown were falling on deaf and/or apathetic ears. While almost all the other major companies and most smaller ones were finding it lucrative to service us, we never received one major release by the long list of top-notch Motown talent. When the Supremes, Temptations and Marvin Gaye all have songs in the national top ten at the same time, it's enough to skew any survey to leave them all off. And what choice do you have?

We had a great feeling of ambivalence concerning the Motown "crisis." While we wanted to play their records and include them on our surveys and playlist, it seemed unfair and unprofessional to have to *buy* any singles or make recordings for airplay. If a company won't send you a record to play, why support them by making a purchase of a particular record and then help them make a hit out of it by giving it exposure on the air? It's not the thing to do but I know beyond a shadow of a doubt that many college stations practice the unethical art of helping someone that doesn't care whether college radio lives or dies.

By no means is the problem in question confined to Motown. It seems that different stations have had, and are now having difficulty with different record companies. There's no need to belabor the point that many companies are shunning the requests of college broadcasters but in Motown's case it appears to be more widespread in at least two regions of the country.

What, then, is the key to solution? Station managers and pd's have suggested boycotts on the airplay of certain records, in addition to a concerted effort to let the company know how they feel about the situation. It's important for all stations that have this problem with Motown (or any other company) to devise a means of making the plea heard and start getting some service. Write to the *Journal*, to Member Services of IBS, to Motown, to BU, to anyone, but let's not sit on our hands and let the matter continue in the same vein. The college broadcaster deserves better. It's about time he got it.



National and International System of Broadcasting: Their History, Operation and Control, by Walter B. Emery (LL.B., Ph.D.). Michigan State University Press. \$12.50. This 752 page study covers comprehensively in one volume virtually every important national and international system of broadcasting on the globe; discusses in depth the development, operation and control of radio and television in the United States, Canada, Mexico, the Soviet Union, most of the countries in Western and Eastern Europe, plus Australia, Communist China, India, Japan, and Turkey.

In addition, it explains the operation and control of more than 20 organizations concerned with broadcasting across national boundaries.

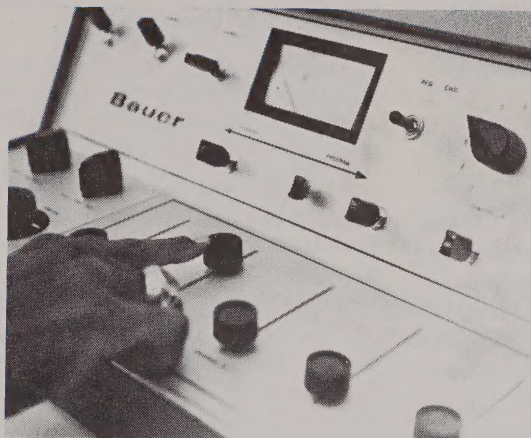
Forward is by Rosel H. Hyde, retiring Chairman of the FCC.

How to Fix Transistor Radios and Printed Circuits, by Leonard C. Lane. Tab Books, Blue Ridge Summit, Pa. No. 504. 256 p. \$7.95 hardbound; \$4.95 paperbound. Here is a completely updated, revised edition of the famous best-selling classic on transistor radio repair—a totally new, second edition of an all-time best seller. In addition to extensive enrichment and rearrangement of the first edition, the author brings FET'S, zener diodes, FM radios—in fact, everything related to the current state of the art into the picture.

The perfect reference and guide for electronic technicians who need to understand and repair semiconductor circuits efficiently. For beginners, this single volume provides the practical knowledge needed to fix any transistor radio.

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Model 915 for the remote TV truck; 8-microphone versatility with multiple inputs for turntables, tape units, and projectors.

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There's more to tell... we have an information packet for audio pot pushers. Please write.

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IRTS RADIO COMMERCIALS WORKSHOP SET

"Radio: The Message, the Medium and the Magic" has been selected as the theme of the International Radio and Television Society's Fourth Radio Commercials Workshop, according to Workshop Chairman George H. Gallup, Vice President, Sales, NBC Radio Network.

The workshop will be held Thursday, Oct. 16, at the Waldorf-Astoria in New York City. Panels of industry experts will examine successful advertising case histories, humorous commercials and effective use of music.

Master of Ceremonies for the overall program will be "Cousin Brucie," WABC disc jockey. Gene Rayburn, NBC Radio and TV personality, will introduce the luncheon speaker who will be named at a later date.

Catlett Promoted

John N. Catlett, former President of the Ivy Network, has joined Time-Life Broadcast, Inc. as a general executive, it was announced by Barry Zorthian, President of the broadcasting division of Time Inc. Catlett's initial assignment will be in the advertising and promotion activities of Time-Life Broadcast.

Catlett joins Time-Life in New York after three years with King Broadcasting Company in Portland, Oregon. He had been program director of King's KGW Radio, and earlier was a salesman and promotion assistant for KGW AM and TV.

Catlett was graduated from Princeton University in 1964 and was active in student broadcasting during his college years. In 1964-65 he was President of the Ivy Network and later served as President of the Oregon Junior Advertising Club in 1967-68.

NAB GRANTS DEADLINE ANNOUNCED

The 1970 research grants have been announced by the National Association of Broadcasters.

The individual grants will be up to \$1,000 each for out-of-pocket expenses. A total of approximately \$10,000 has been allocated for the program.

The grants are intended to encourage qualified individuals to enter the broadcast research field and to assist more experienced scholars.

Areas of investigation must relate to the social, cultural, political and economic effects of American commercial broadcasting. Particular encouragement will be given to those who want to undertake research on radio.

Graduate students and senior undergraduates as well as faculty are invited to apply. The deadline for applications is December 1.

Fellowships Awarded

Fourteen fellowships in public broadcasting were awarded this past summer by the Corporation for Public Broadcasting.

The 14 CPB Fellows were picked from a field of 82 candidates submitted by 78 television and radio stations after intensive talent-hunts. They will work at stations from September to June, preparing for careers in public broadcasting.

In announcing the winners of the fellowships, John W. Macy, Jr., President of CPB, said he was impressed with the variety of backgrounds and the range of talents the Fellows represent. Mr. Macy said the 14 Fellows "are only the first wave of the oncoming generation that will be attracted to public broadcasting as it grows in influence and strength and impact on the nation."

Well known for his experience and skill as a recruiter of talent for top

level government posts (Journal of College Radio: September, '69), Mr. Macy remarked that "one of the most important things the Corporation can do for America's public television and radio stations is to help them in their efforts to recruit the best."

At American University

John W. Macy, CPB President, told high school students at a five-week Washington Urban Broadcasting Workshop this summer of the "growing opportunities" in radio and television and urged them to pursue college studies and an eventual career in broadcasting.

The tuition-free workshop at American University was open to selected students entering their senior year at high schools in the District of Columbia, Maryland, Virginia and Indiana. The program, which ran from July 28th to August 22nd, was co-sponsored by NAB, CPB, APBE, NAEB, and seven Washington stations: WAMU-FM, WGMS, WOL, WRC, WTOP, WTTG, and WWDC.

The students attending the daily four-hour sessions received practical instruction in equipment operation, film making, tape editing, writing, and radio-TV production. The lectures and demonstrations were integrated into a systematic educational program supervised by a full-time staff.

In addition to the regular instruction, the students were conducted on a tour of FCC headquarters and made a similar tour of the Voice of America offices. Also included in the field trips were visits to the White House and the press galleries in Congress, along with an inspection of the facilities at WRC and WTTG.

Mr. Macy, the first of a long list of guest speakers, told the students that both commercial and public broadcasters are increasing their involvement in communicating public issues to the American people and increasing the opportunities for new personnel.

Spy Thriller!

College stations that air tapes provided by various program services may find themselves involved in a James Bond spy thriller, if recent government rulings are carried to the extreme.

The Department of Justice recently advised the National Association of Broadcasters that radio stations which broadcast taped material offered by Radio Moscow may be considered an agent of a foreign principal, within the meaning of the Foreign Registration Act, and, as such, be required to register with the Registration Section of the Department's Security Division.

Prior to the Department's ruling, there was considerable doubt as to the legal implication of a station broadcasting tapes provided by Radio Moscow. Supposedly, the Justice Department is not concerned about past broadcasts but rather wishes to put stations on notice as to registration requirements which might pertain to future broadcasts.

Stations that have specific questions on the matter should contact the Registration Section, Internal Security Division, Department of Justice, Washington, D. C. 20530.

NAEB MEETS

The 45th annual convention and board meeting of the National Association of Educational Broadcasters will be held November 9-12, 1969 at the Sheraton Park Hotel in Washington D.C.

This year's convention will focus on educational broadcasting and social responsibility and is expected to draw some 5000 delegates from throughout the country.

The NAEB board meeting is scheduled for Sunday, November 9th, the opening day of the convention.

CBN

IBS Engineering has received several inquiries for schematics, instruction books and adjustment procedures on equipment purchased from the Collegiate Broadcasting Network (CBN), which is no longer in operation.

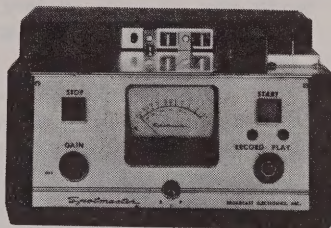
To complete the engineering files, stations are asked to send any of the above material for CBN equipment to: IBS, 504 Jane Drive, Syracuse, N.Y. 13219. Any originals furnished will be returned promptly.

The main interest lies in the limiter-amplifier, transmitters, and consoles.

The Spotlight Is on

Spotmaster

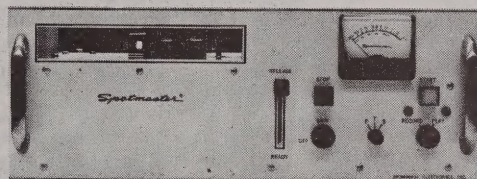
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Model 500 CR

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Composite Week

College stations that are faced with license renewal in 1970 should take note of the "composite week" selected by the FCC, to be used in preparing program log analysis in filing for license renewal:

Sunday	Jan. 26	1969
Monday	July 7	1969
Tuesday	Mar. 18	1969
Wednesday	Nov. 13	1968

Thursday	May 8	1969
Friday	Dec. 13	1968
Saturday	Feb. 8	1969

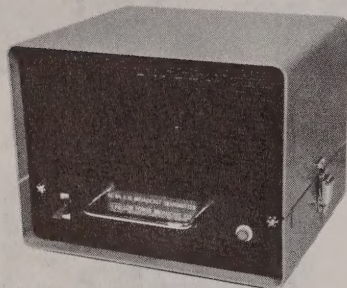
PBC Extended

The House Commerce Committee recently approved a bill to continue the Public Broadcasting Corporation for another year with a \$20 million appropriation. The organization got only \$5 million last year and plans for its long-range financing still are under study.

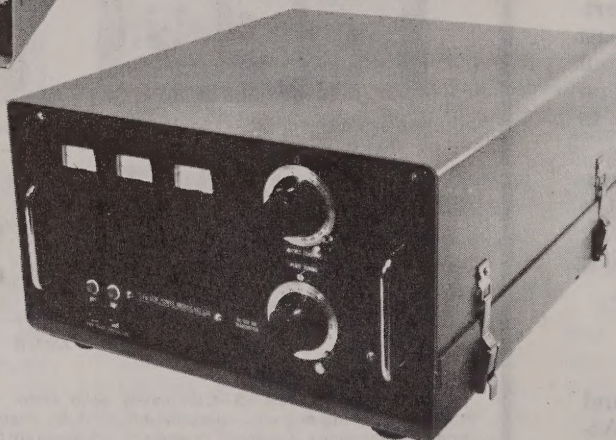
COVERAGE TO SPARE ...

FOR WHATEVER YOUR NEEDS ON THE CAMPUS, IS AVAILABLE FROM **LPB**
WE HAVE THE TRANSMITTERS IN STOCK TO DO YOUR JOB, AND WE STRESS PROPER
USE OF POWER TO REACH YOUR AUDIENCE WITH A STRONG AND CLEAR SIGNAL.

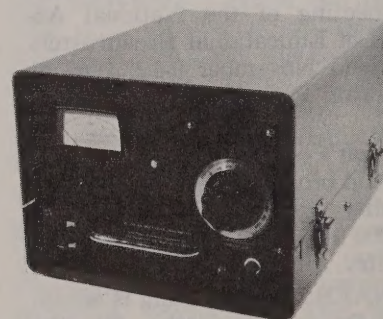
RC - 6A



RC-50B



RC - 25B



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SPEAKING OF NEWS

While on the subject of news services, I wonder how many college broadcasters have thought of offering free coverage of campus events (such as a major speaker) to news services or the local radio stations. Your college administration would appreciate the publicity, you might get a chance to appear on the air and it would give you extra leverage for getting interviews. An advance letter to the news services and local stations introducing yourself and offering the service free should get you a good response if you've got a top notch story. If a big story breaks, call the stations and services. They will usually be glad to hear from you as long as you show them you can handle a story without bias.

CAPITOL HILL

McCloskey Report

Community contact is becoming the name of the game at the FCC. Broadcasters are being advised by their legal personnel to keep good records of who they spoke to about the station, what they discussed, where the meeting was, etc. An organization of blacks in Washington has challenged some of the community contacts of one station here, saying, in effect, the interviews were not probing enough.

More and more stations are working towards getting as many members of the community as possible, on the air. One reason is that people remember having been on the radio or television where they might forget someone asking them at a cocktail party what they think should be broadcast.

FREE NEWS SERVICE

Metromedia Radio's vice-president for News, Alan Walden, reports that several college stations have picked up Metromedia's Radio News service. It's being offered to educational stations free of charge. With more than 100 commercial stations in as many cities using the service, the chance that you can run a relatively low cost line to the nearest affiliate is fairly good. MRN is now programming 15 hourly newscasts daily, in addition to its regular voicer and actuality service. You can write Mr. Walden at 230 Park Avenue, New York.

ACTUALITY SERVICES

If you are looking for actualities to round out your newscasts, you might consider calling some of the news services offered by the federal government agencies and many political groups. Several associations also offer free actualities. Here is a list of services I have come across.

AGENCY

National Education Assoc.	Every Friday
202-659-3416	
Democrats	4 p.m. daily
202-333-8260	
Republicans	
202-544-7272	
Defense Department	As available
202-695-6201	
Housing & Urban Development	As available
202-755-7174	
NASA (in Florida)	Daily
305-867-2525	
New York Stock Exchange	Open, Noon, Close
212-425-6990	

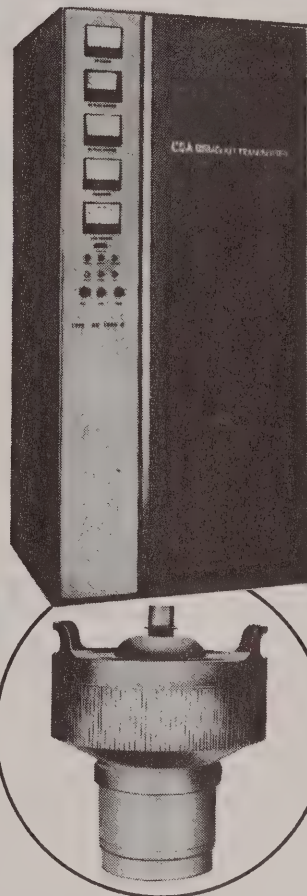
NAB GRANTS

The NAB has set December 1 as the deadline for applications for its 1970 program of research grants. Applications are invited from the academic community.

According to the announcement, the grants will cover out-of-pocket expenses up to \$1,000. A total of \$10,000 has been allocated for the program. It is hoped by the NAB that qualified individuals will enter the broadcast research field. The association also hopes to assist more experienced scholars.

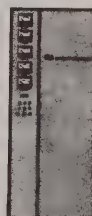
Graduate students and senior year undergraduates are among those of the prime targets for the NAB. They look especially for those interested in doing research in radio. Areas of investigation must relate to the social, cultural, political and economic effects of American commercial broadcasting. The NAB address is 1771 N St., N.W., Washington, D.C.

COMPARE... YOU'LL BUY a CCA FM Transmitter



CCA is the only major FM equipment supplier who uses modern zero bias triodes in a grounded grid configuration. We've only lost three tubes in over 100 installations and some of these tubes are in operation after 20,000 hours. CCA tube cost is almost negligible. CCA FM Transmitters don't require neutralization. They're superstable and extremely reliable. They are very efficient and draw less power from the line than any competitive transmitter.

Compare — you'll agree with your fellow broadcasters. CCA FM transmitters cost less to buy, less to operate, are unsurpassed for reliability.



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Telephone: (609) 456-1716

Is Taste Obsolete?

An address by
Richard W. Jencks, President
CBS/Broadcast Group
before The General Conference of
CBS Television Network Affiliates
in New York, May 20, 1969

While my career in broadcasting has had some of the aspects of that of a migrant worker, it goes deeper than some might suppose. It began long ago in the fall of 1937 when, as a high school senior, I had a half-hour weekly sports program on station KROW in Oakland, California. The broadcast medium has fascinated me ever since, although I confess that some of the recent fascination derives from crises which we wish we could have avoided.

Our Smothers Brothers crisis reminds me of a story that Lincoln told to explain his dismissal of General McClellan as Commander of the Army of the Potomac. Lincoln said his relationship to McClellan reminded him of a man whose horse reared back and caught its hoof in the stirrup. The man said to the horse: "If you are going to get *on* I am going to get *off*."

I must say that I appreciate the support you gave to our decision to dismount.

It is not my purpose to reopen the recent controversy or argue any of its particulars. I have long ago gotten used to the idea that Goliath is at some public relations disadvantage as compared to David. The recent controversy, however, has raised underlying issues as to our responsibility to the public—and to you (the affiliates)—with respect to broadcast material.

In connection with those issues, we have been the recipient of much warm support as well as the target of all sorts of charges. Few comments were as incisive as those of one literate viewer. He referred us to the directions given to the Players in Act III, Scene 2 of *Hamlet*. Turning to those, we found the following:

"And let those that play your clowns speak no more than is set down for them. (To use the occasion otherwise) that's villainous, and shows a most pitiful ambition in the fool that uses it."

Our critics are equally wide-ranging. To hear some of them you might think that one never heard a presentation of dissident or anti-establishment viewpoints on television except on a single comedy variety show. Another critic—while dismissing the show as "sophomoric grammar school humor . . . and jejune *double entendre* half witticisms . . . passed off as significant comment"—attacked us for making it difficult to get "even this pabulum past the network censors." An FCC Commissioner moved himself to say that "the stifling

weight of censorship is to be found, not in the hearing rooms of the Federal Communications Commission, but in the conference rooms of the nation's larger television networks." Elaborate theories were worked out to demonstrate that we had acted in our economic self-interest on account of the show's alleged declining ratings. Others claimed that our action had been the result of a desire to protect Senator John O. Pastore—a tough hombre who needs no protection from this quarter—from the barbed criticism of the humorists. Few people, friend or foe, seemed to credit our explanation for the cancellation, namely, that necessary standards with respect to taste in broadcast programming cannot be met unless those who work with us are willing to observe certain reasonable procedures.

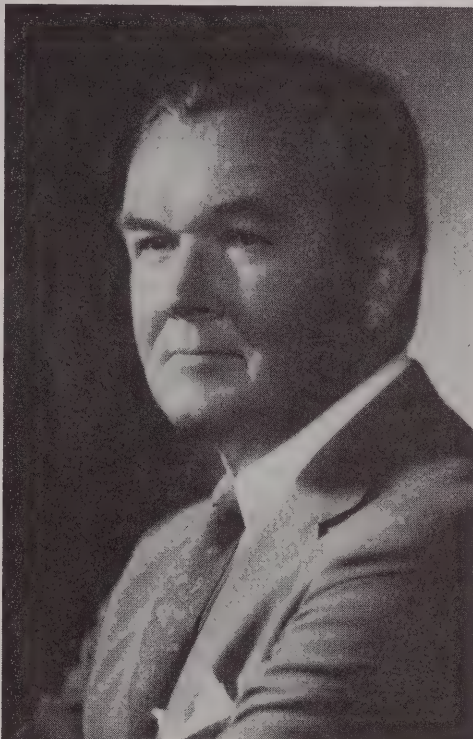
When all is said and done the recent controversy raised a fundamental question: In today's society is taste obsolete? Has society become so permissive that we should open our microphones and uncap our cameras to whatever a performer, however gifted, chooses to say or do? Should we then furnish that performance to you without any further intervention on our part? Certainly I think it entirely fair to say that our antagonist in the recent controversy acknowledges that the issue is that basic.

A Babylonian Society

As we can see all around us today, American standards in taste and expression are indeed undergoing a vast change. With a frankness of language and detail that would have been unthinkable three or four years ago our movies, books and magazines now delve into everything from lesbianism and drug addiction to the psychology of racial hatred. Some of our theater and dance companies romp around in the nude. Feminine fashions have gone from peek-a-boo to "quick-call-a-cop." Wine ads ask us if we have "had any lately" and shaving commercials tell us to "take it all off." The result is what sociologist and columnist Max Lerner describes as a sort of "Babylonian society" where almost anything goes.

Overlying this change is the notion that shock treatment—through the expression of the outrageous—has an affirmative social value. It is the verbal and dramatic equivalent of the Molotov cocktail. In performers who hold these beliefs an article of faith is that

people should be "shaken up." One performer, close to the center of the controversy, was recently quoted by a prominent newspaper as saying, "What television needs is a little pornography." No one who knew him con-



Richard W. Jencks

Richard W. Jencks is a Vice President and Director of CBS and President, CBS/Broadcast Group.

Before coming to CBS, he was assistant to the general counsel of the National Association of Broadcasters. He first joined CBS in 1950 as attorney in the CBS West Coast Law Department and three years later became the company's West Coast resident attorney, a position he held for six years.

In 1959, Mr. Jencks resigned from CBS to become president of the Alliance of Television Film Producers but returned in 1965 as deputy general counsel, and became vice president and general counsel in 1967. He was appointed executive vice president, CBS Television Network in October 1968 and in February of '69 became president, CBS/Broadcast Group and a vice president and director of CBS.

Mr. Jencks' undergraduate education at the University of California at Berkeley was interrupted by four years of naval service in World War II, following which he was graduated from Stanford University in 1946, and Stanford Law School in 1948.

This article was adapted from an address given by Mr. Jencks before the General Conference of CBS Television Network Affiliates in New York, May 20, 1969.

sidered that his remark was in jest. The irony of this revolution in moral standards is that it does not necessarily look toward a more liberated attitude. The distinguished critic Walter Kerr says, indeed, that it may mean a new "Puritanism." Speaking of the Broadway theater, he observes: "In virtually all our uninhibited plays, sex and nudity are associated with dirt, disease, bloodshed and death." Four-letter words, says Kerr, are "reverse euphemisms" designed to make natural activity "uglier than it is, to show contempt for it . . . There is neither joy nor casual acceptance in four letterdom. There is something closer to resentment, even hatred."

Whatever the ultimate direction of these changes in popular culture, however, we cannot forget that motion pictures, magazines and books—while mass media in general terms—are different in both degree and kind than television. Each of them reaches, compared to a television network, a tiny fragment of the population. Their audience is primarily adult. They have no obligation to serve the larger public interest. And, they require payment as a condition of access by the public. Unfortunately, many such media find that the exploitation of the new moral permissiveness is thoroughly in line with their economic self-interest. As the *Los Angeles Times* recently observed: "The plain fact is that, under the cry of freedom from repression and hypocrisy, a great deal is happening in entertainment and the arts that is cynically exploitative and sick."

Guest in the House

Television clearly has a responsibility in matters of taste different from that of any other medium. That difference is perhaps best described in the Television Code of the National Association of Broadcasters. "Television," reads the preamble to the Code, "is seen and heard in every type of American home. These homes include adults and children of all ages, embrace all races and all varieties of religious faith and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience and, consequently, that television's relationship to the viewers is that between guest and host."

This almost ubiquitous presence of our medium is television's greatest

strength, yet also its greatest problem when it comes to taste and what we show our audience.

Concerned Public

The mail we receive from the public lends a good deal of support to the concerns expressed by the Television Code. A small fraction of it, to be sure is from the killjoy and bluenose. But the bulk of the mail which I have seen consists of sensible, commonsense letters. They are sprightly and vigorous and they obviously come from a sort of elite—an elite at all levels of society—that is concerned enough to care. They recognize the desirability—even the necessity—of having a fair share of entertainment programs which appeal in the broadest sense to youth. At the same time they see no necessity for having their five-year-olds or 10-year-olds or 15-years-olds, for that matter, confronted gratuitously with language of the gutter—or with leering references to sexual excesses—or with barely disguised invitations to participate in the unlawful use of drugs. The same *Los Angeles Times* editorial said: "One suspects that much of the public's tolerance and patronage of gar-

bage-pile entertainment may stem less from critical appreciation of what is being offered than from a fearful desire to be with it, to avoid being thought square." The bulk of our audiences may or may not have up-to-date standards of taste but they are not slaves to fashion. In the opinion of many, it seems, there are worse things than being thought square.

Television, to be sure, must cope with changing standards of taste. We must do everything we can to expand creative freedom and encourage artistic expression. Above all, we must reach out to the young, and attempt to understand and reflect their tastes—as much for our good as theirs. Our critics are simply wrong in interpreting the recent controversy to mean that we are putting an embargo on topical satire, parody or other similar programming that pokes fun at contemporary figures and events.

A Healthy Give & Take

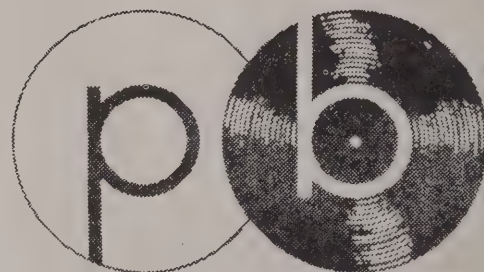
To achieve the objective of expanding creative freedom, we rely on a spirit of understanding and active cooperation in dealing with our artists. We must be as interested as they in ex-

ploring legitimate cultural frontiers. They must be as interested as we in avoiding unnecessary offense to the pious, the immature and the innocent. Our relationship, to be successful, cannot be one where our Program Practices Department obtains access to a program only after it has been finally produced. What we strive for is a healthy give and take. We must realize that many television performers come to us from a milieu in which almost anything does go. Most of our performers realize that television is not the easy, vulgar, permissive world of nightclubs and bars. They recognize in the words of the Code, that they are guests in the home. And they recognize that there is no legitimate entertainment, however trenchant, which is frustrated by a reasonable insistence on some standards.

There are those who express an honest concern that the application of our standards gets in the way of the expression of views on controversial issues. They argue that entertainment programs should be regarded as a legitimate forum for the expression of such views. If they mean that we

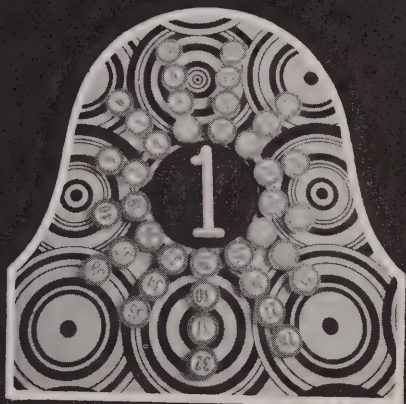
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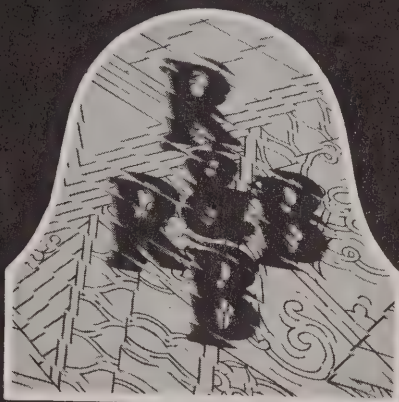


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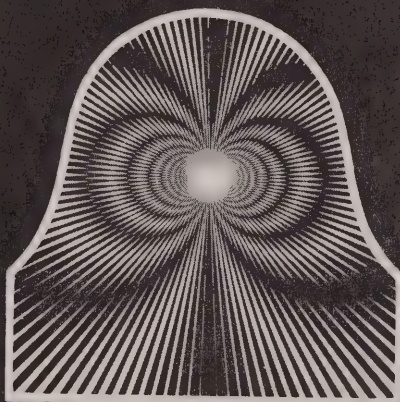
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IBS Central Office Adds Another Member Service

Another IBS Service

The Member Services Department of IBS, which is now located at the University of Idaho in Moscow, (Journal of College Radio: Sept. '69) is the branch of IBS that interfaces directly with the member stations of the organization.

MS constantly evaluates and considers revamping existing services and seeks to establish new programs and services of value to college stations.

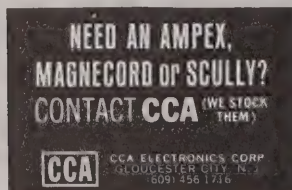
Within the scope of Member Services are many specific programs now in existence. The evaluation and revision of IBS printed supplies is a constant effort of the department, along with securing useful data and information for inclusion in the Master Handbook, in one of the periodic MH supplements.

The Handbook, which has become one of the most valuable resource tools of the college broadcasters, is organized in sections, each relating to a major department of the station.

The growth of CRPS (College Radio Placement Service) indicates the extent to which Member Services has expanded into an important functional role that aids all college stations. It constantly seeks to aid students in gaining a foothold in commercial operations throughout the nation.

Other current services of MS include call letter registration and technical, general, business, and sales consultation. The department seeks to operate in the role of advisor to stations when problems arise in the daily operation of the broadcaster.

Persons wishing to contact the Member Services office should write c/o Ron Bozarth, University of Idaho, Moscow, Idaho 83843. 208-882-3511, Extension 6315.



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CALENDAR

Oct. 19-20—NAB Regional Conference, Sheraton Biltmore, Atlanta

Oct. 22-23—NAB Regional Conference, Palmer House, Chicago

Oct. 26-27—NAB Regional Conference, Benjamin Franklin, Phila.

Nov. 9-12—Annual seminar of Broadcasters Promotion Association, Marriott, Phila.

Nov. 9-12—National Association of Educational Broadcasters, Sheraton Park, Washington, D.C.

Nov. 12-15—Annual Convention, Sigma Delta Chi, El Cortez, San Diego

Nov. 12-13—NAB Regional Conference, Brown Palace, Denver

Nov. 19-20—NAB Regional Conference, Mark Hopkins, San Francisco

(Taste, cont. from page 12)

should not reject entertainment material because it has topical comment of a controversial nature, then we agree wholeheartedly. If, on the other hand, they mean that we should allow any performer who, by his talent, has earned exposure to a microphone or camera to voice his own personal political views at any opportunity he chooses, then we disagree. Someone has to be the judge of the difference between entertainment and propaganda. Someone has to be the judge, that is, unless entertainment programs are to be brought under the full sanction of the Commission's Fairness Doctrine, and entertainers are to be chosen, not on their merits, but because of the diversity of their politics.

We make ample time available on news and informational broadcasts for the presentation and discussion of the vital issues of the day. No medium has done more than has CBS in exposing to the public all shades of opinion on the subject of the war in Vietnam, the crisis in our cities, the racial revolution and unrest on the campuses. This has been done in broadcasts which offered maximum opportunity for discussion of the issues in depth, with fairness and balance and with access by those of dissident views. Purely and simply, it is calumny for our critics to pretend, as some of them have, that our presentation of such viewpoints was dependent upon any entertainment program series.

A Matter of Taste

The idea that we should not be concerned about matters of taste and should not exercise control over them has been recently associated with another idea. It is that the theory of free speech not only permits, but compels, the dissemination of antisocial material. This thesis was fully developed in Commissioner Nicholas Johnson's concurring opinion in the WBAI case. In that case, the station's license had been called into question because it had permitted its microphones to be used for outright anti-Semitic utterances. The traditional First Amendment view is that society tolerates irresponsible, vicious or antisocial utterances not because they are affirmatively desirable, but because they can be curbed only at the expense of restraining other speech which advances society as a whole. As Chief Justice Marshall said, odious speech is "a

(cont. on page 21)

Is price
the only
reason
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bought a
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You just
ran out of
reasons.

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Using advanced transistor electronics, our new FET-80 Series Microphones give you the same superb acoustical quality for which Neumann has always been world-famous.

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Slightly more than twenty years of laying telephone lines through miles of steam tunnels came to a close in February of 1966 when KVRO Radio made its debut on the FM band. It may not be an exact carbon copy of an Horatio Alger story, but the growth and success of KVRO-FM in the last three years has earned it a strong position among Oklahoma broadcasters.

With its studios and transmitter located in the Communications Building at the Oklahoma State University, the "Voice of the Cowboys" has earned the reputation as a solid sales force in the Stillwater-university market of over 25,000. During the station's wired wireless days, a long list of satisfied clients was built up, when only students in several dorms could receive the signal. After going FM and acquiring the capability of reaching all of Stillwater and Payne County, it was just a matter of time before KVRO became THE media for reaching the OSU students, for national and local advertisers, alike.

If sales growth and development has been its main concern during the early years of the era at OSU, then successful promotion was the chief forte. Each year, during homecoming, KVRO's "Chuckwagon" roams the campus, serving coffee and doughnuts to the thousand of students that stay up far into the night working on floats and decorations for the Saturday football festivities. In addition, the station's dj's are constantly to be found mc'ing OSU's pep rallies and dances, introducing entertainers before SRO crowds in spacious Gallagher Hall, and promoting contests and awards throughout the campus.

The flow of awards hasn't been a one-way street, by any means! The KVRO news staff has won more broadcasting awards than any other radio or television station in the state of Oklahoma, including the 1969 United Press International award for the Best Newscast of the Year, presented at the fall convention of the Oklahoma Broadcasters Association. Recently, the station became an affiliate of the newly established Oklahoma News Network and has worked closely with the net in supplying all news of the happenings on campus and in the surrounding areas.

Operating with an ERP of 295 watts, KVRO-FM complements its new Gates transmitter with a well-established layout of equipment. Along with the main control room, which houses the master console, cart machines, delay equipment, turntables

and tape recorders, there are two production studios available to station personnel and broadcasting students alike for commercial and classroom activities. In addition, there are separate offices for the general manager, program director, traffic and continuity directors, and newsroom, which is fully staffed and operated with UPI teletype, American Information Network, police monitors, tape recorders and cart machines.

With a staff of over 70 persons, KVRO now turns its attention to helping Oklahoma State move to the top in all facets of university life, both in the Big 8 and around the nation. Currently underway is a drive to raise money on the air to buy a new electric scoreboard for the baseball stadium, a fixture that has not been appropriated by the school for many years. Also

(Continued on Page 18)

KVRO



STATION
OF THE
MONTH

OKLAHOMA
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Radio Station KVRO-FM
Communications Building
Oklahoma State University
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295 watts

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Ed Meyering

Program Director
Jack Wagoner

Sales Manager
Art Tate

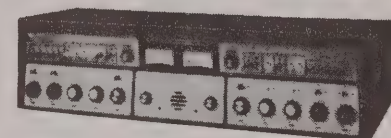
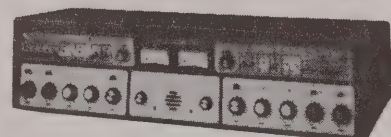
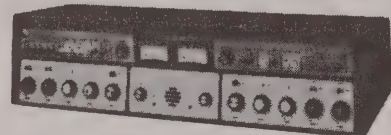
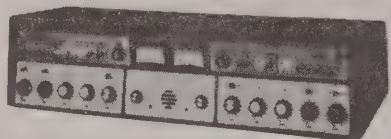
News Director
Charles Haliburton

Chief Engineer
John Mason



KVRO's Perry Thoele interviews OSU's "Pistol Pete" and a campus leader during one of the station's remotes from a football pep rally.

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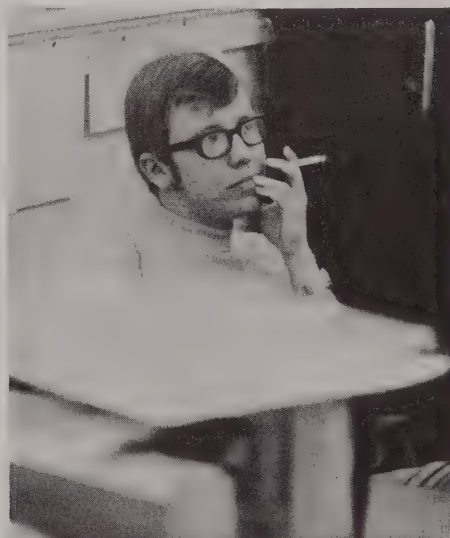
In the master control room, Continuity Director Karen Aldrich makes correction on log for dj Ralph Mires. Staffs of continuity and programming departments work on station operation 7 days a week, 12 months a year.

underway is the Cowboy Coaches Corner, a telephone-talk-interview show designed to bridge the communications gap between coaches and students at the university. A similar forum for faculty and administrators is in the planning stages.

As its been for over twenty years, KVRO Radio, truly, the voice and choice of the Oklahoma State University students.

Center Right:

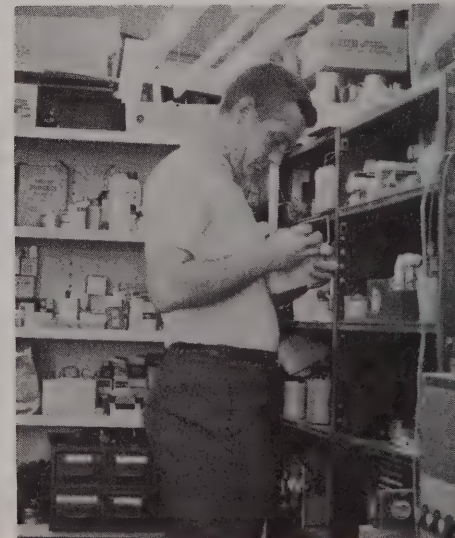
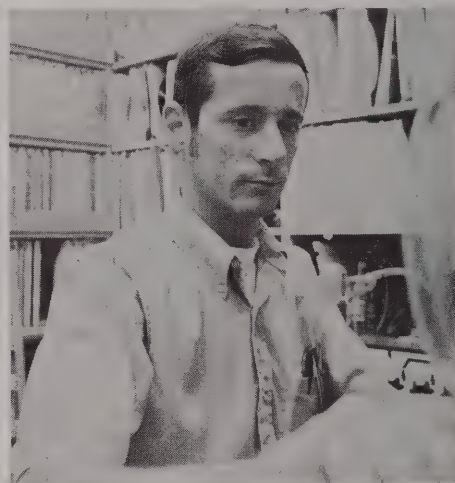
Pat Pipes, a senior from St. Louis, prepares one of the tape recorders in the production studio. Station recently added an additional production facility, to double the available equipment.



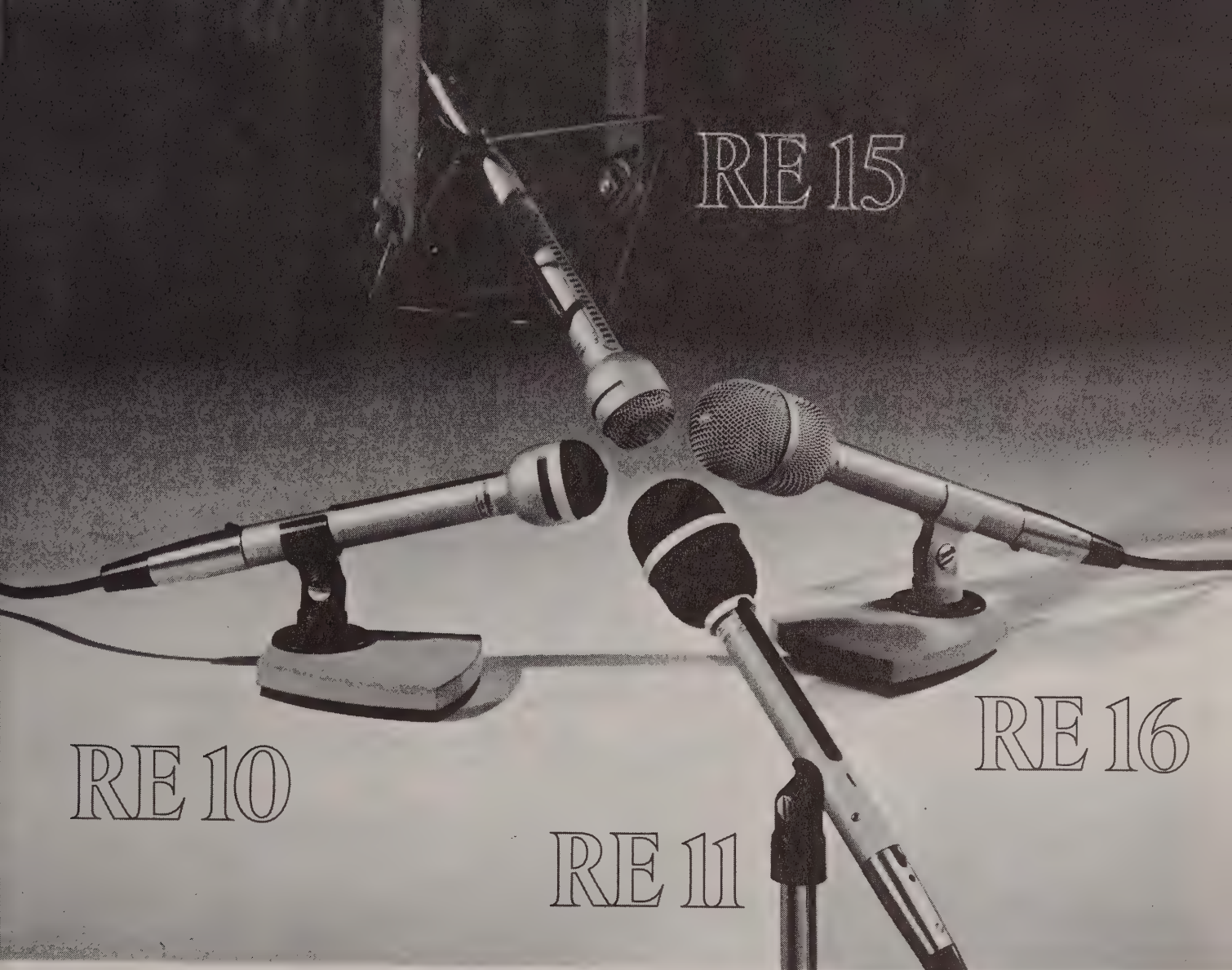
In a "contemplative" mood, Program Director, Jack Wagoner, looks over the situation from his office adjacent to the studios.



UPI teletype is manned by one of the station's 20 newsmen, preparing an upcoming newscast. Department, which has won numerous state-wide and national awards has expanded this year with the addition of the Oklahoma News Network and ABC's American Information Network.



John Mason, KVRO's full-time chief engineer, works on readying equipment for remotes and keeping station equipment in top shape throughout the year.



RE 15

RE 10

RE 11

RE 16

NEW Model RE10 \$90.00, shown on Model 421 desk stand \$10.50. Model RE15 \$153.00, shown with Model 307 suspension mount \$20.70. NEW Model RE11 \$96.00, shown with Model 311 snap-out stand adapter \$3.90. NEW Model RE16 \$159.00, shown on Model 421 desk stand \$10.50. All prices suggested net.

Freedom of choice!

Ey Professional sound has entered a new era. It started with the Electro-Voice Model RE15. And now there are four E-V dynamic cardioid microphones that share its distinctive advantages — with some unique benefits of their own.

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Basic to all of these microphones is Exclusive Electro-Voice Continuously Variable-D* construction. Now it offers something you've never heard before with any microphone: no matter what you do, microphone response never varies!

Whether performers almost swallow the microphone, wander far off-mike... or even move around to the back... you'll still get the same smooth response. Only the level changes.

Once you set equalization it remains constant. You have full assurance that tonal balance won't change between the dress rehearsal and the final performance, no matter what the talent does.

Improved Cardioid Pattern

Only acoustics and noise can limit you. Yet even here these new E-V microphones gain an advantage from the super-cardioid pattern that provides better sound control than ordinary cardioids. With maximum rejection 150° off axis, it is easier to eliminate unwanted sound while maintaining normal stand or boom microphone positions. There's also an integral bass-tilt circuit to cut rumble below 100 Hz. when needed.

Now Select from Four Models

In addition to the original RE15, we've added the RE16. The same fine microphone with an external "pop" filter to solve the problems of ultra-close miking.

The new RE10 is the economy version of the RE15. The same concept and quality, but for slightly less rigid requirements. And the RE11 is the lower cost twin to the RE16.

These four great cardioid microphones give you new freedom to head off sound problems before they start. Your E-V microphone headquarters has them waiting. Choose today.

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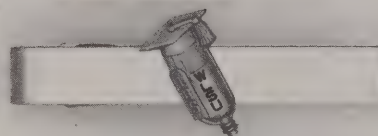
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Under \$7.00 Per Pair.



*Now that she has your
attention*

*here's how to
get hers!*



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Is This Modern, Slim Silver Tie Bar

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Please send us Jewelry
order forms and
information.

(Taste, cont. from page 15)

shoot which cannot be stripped from the stalk without wounding vitally the plant from which it is torn."

I would therefore have expected Commissioner Johnson to support the station's First Amendment rights. The Commissioner, however, does more than support the station's legal right to broadcast odious speech. He says, in effect, that to permit people to express odious opinions is a therapeutic exposure of the "sources of prejudice and hatred." Stations, he believes, "which turn over their microphones to residents of large city ghettos perform an inestimable service." "If," the Commissioner says, "anti-Semitic sentiments exist among portions of New York's population, then no valid social purpose can be served by suppression of this important fact."

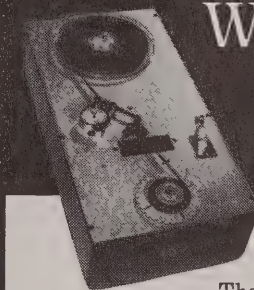
But this begs the question. No one is suggesting that the fact of the existence of anti-Semitic sentiments be suppressed. Although the fact of such sentiments is rarely news, there are contexts in which it becomes significant and deserves to be reported. But to say that a station performs an "inestimable service" in permitting a gratuitous slander of a religious minority is even more unsupportable than to encourage slanderous personal attacks on individuals. No medium of communication should be regarded as especially virtuous for providing a forum for the expression of hateful views. Hate begets hate; it does not exorcise it. The concept of free speech means that everyone has a right to speak to whatever audience he can command. It does not, however, mean that he has a right to an audience. If there are enough persons who wish to express virulent anti-Semitic viewpoints, their desires will be reflected in the marketplace by the ability to found an organ of public opinion which will advance those views. Such organs do exist on the lunatic fringe of American journalism. But that is a far cry from saying that they should be able to compel access to broadcast media or that a station which irresponsibly broadcasts such views should be praised as performing a public service.

Not long ago, historian Barbara Tuchman, author of *The Guns of August*, observed that "standards of taste, like the liberties guaranteed in our Constitution, need continual reaffirmation if they are to remain alive." "To recognize and to proclaim," she said, "the difference be-

tween right and wrong, or what we believe at a given time to be right and wrong, is the obligation of persons who presume to lead or are thrust into leadership or hold positions of authority." It has always been a recognized function of the publisher of any newspaper or magazine—as it must also be the function of their counterparts in the broadcast press—to exercise editorial judgment according to standards of some sort. A medium of information which operated without the exercise of this editorial function would, as Judge Learned Hand once observed, "be immeasurably wearisome and utterly fatuous." The exercise of that function does not involve censorship in any First Amendment sense and those who apply that word merely confuse the issue. To abdicate editorial responsibility and to convert a medium of communication into little more than a bulletin board for the expression of hateful or immature views is to disserve the public interest.

(cont. on page 24)

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22 1/2" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$99.50, with Tape Timer \$124.50.

Write or wire for complete details.

Spotmaster

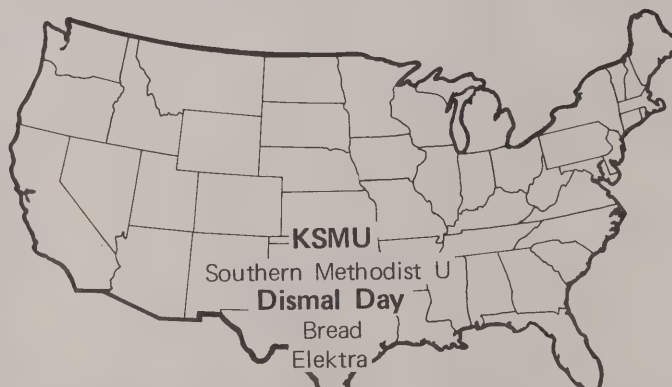
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

MUSIC INDUSTRY DEPARTMENT

SINGLES

1	EASY TO BE HARD	Three Dog Night	Dunhill
2	WHEN I DIE	Motherlode	Buddah
3	I'LL NEVER FALL IN LOVE AGAIN	Tom Jones	Parrot
4	MOVE OVER	Steppenwolf	Dunhill
5	JEAN	Oliver	Crewe
6	HONKY TONK WOMEN	Rollin Stones	London
7	HOT FUN IN'THE SUMMERTIME	Sly & Family Stone	Epic
8	KEEM-O-SABE	Electric Indian	United Artists
9	GREEN RIVER / COMMOTION	Creedence Clearwater	Fantasy
10	THE TRAIN	1910 Fruitgum Co.	Buddah
11	WHAT'S THE USE OF BREAKIN' UP	Jerry Butler	Mercury
12	THIS GIRL IS A WOMAN NOW	Gary Puckett & Union Gap	Columbia
13	I'M GONNA MAKE YOU MINE	Lou Christie	Buddah
14	NO ONE FOR ME TO TURN TO	Spiral Staircase	Columbia
15	EVERYBODY'S TALKIN'	Nilsson	RCA
16	LODI	Al Wilson	Soul City
17	MAH-NA MAH-NA	Soundtrack	Ariel
18	WE GOTTA ALL GET TOGETHER	Raiders	Columbia
19	RUNNIN BLUE	Doors	Elektra
20	DADDY'S LITTLE GIRL	O. C. Smith	Columbia

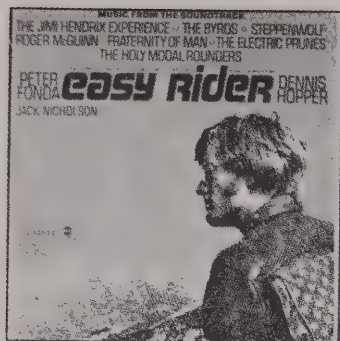
BREAKOUTS



Questions 67 & 68 — Chicago — Columbia; Good Clean Fun — Monkees — Colgem; And That Reminds Me — Four Seasons — Philips.

ALBUMS

BEE GEES	THE BEST OF	ATCO
BLIND FAITH	BLIND FAITH	ATLANTIC
BLOOD, SWEAT & TEARS	BLOOD, SWEAT & TEARS	COLUMBIA
JAMES BROWN	IT'S A MOTHER	KING
CANNED HEAT	HALLELUJAH	LIBERTY
JOHNNY CASH	AT SAN QUENTIN	COLUMBIA
CREAM	BEST OF	ATCO
CROSBY, STILLS & NASH	CROSBY, STILLS & NASH	ATLANTIC
DOORS	SOFT PARADE	ELEKTRA
JOSE FELICIANO	FELICIANO/10 to 23	RCA
ISAAC HAYES	HOT BUTTERED SOUL	ENTERPRISE
JIMI HENDRIX EXPERIENCE	SMASH HITS	REPRISE
SERGIO MENDES & BRASIL '66	CRYSTAL ILLUSIONS	A & M
OLIVER	GOOD MORNING STARSHINE	CREWE
PAUL REVERE AND THE RAIDERS	PINK FUZZ	COLUMBIA
SPIRIT	CLEAR SPIRIT	ODE
SPOOKY TOOTH	SPOOKY TWO	A & M
TEMPTATIONS	SHOW	GORDY
THREE DOG NIGHT	SUITABLE FOR FRAMING	DUNHILL
DIONNE WARWICK	GREATEST MOTION PICTURE HITS	SCEPTER



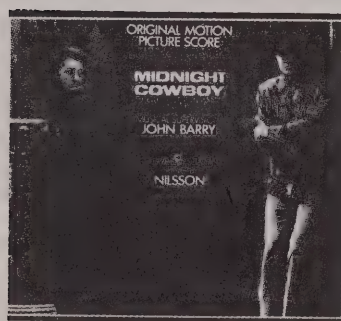
EASY RIDER . . . SOUNDTRACK . . .
Dunhill (DSX 50063) Peter Fonda's Flick is a hit on the screen and LP. The heavy sounds include: Steppenwolf's "Pusher", The Byrds, Jimi Hendrix Experience, Electric Prunes and others. Bound to be some big singles from this.



SSSSH. . .TEN YEARS AFTER . . .
Deram (DES 18029) Finally an Album that gives true light to this very good group. They were great in Dallas live and this Album brings out some of that kind of action.



DESMOND DEKKER & THE ACES . . . ISRAELITES . . . UNI (73059)
This album is full of the sounds that "Israelites" and "It MEK" Typify . . . Not heavy, not bubblegum . . . Fills the Gap from Soul to Hard Rock.



MIDNIGHT COWBOY . . . SOUNDTRACK . . . United Artists (UAS 5198)
Songs by Nilsson, John Barry, Elephants Memory and the Group make this Album a sure winner . . . Watch for Barry's Instrumental "Midnight Cowboy".

Other New Releases

Mamas & Papas . . . 16 Of Their Greatest Hits . . . Dunhill (DS 50064): Rollin Stones . . . Through the Past Darkly . . . London (NPS 3): Everything's Archies . . . Archies . . . Calendar (KES 103).

MUSIC INDUSTRY DEPT.

DISC NOTES

by Ed Meyering

I have received several letters in the past few weeks from PD's and music directors complaining of bad record service. JCR is striving to build PR for all College stations with the record companies by various methods. But the best way for you to improve your service is to bombard the companies with any PR info you have, especially your survey. Be courteous and ask for help, never assuming compliance. If you demand compliance just forget it. Sounds stupid, but some of the letters the companies receive are unbelievable.

MID

On behalf of all college stations, J. C. R. sends out to all record companies a semi-monthly collegiate survey, similar to the one here. But I need your surveys, so please put me on your mailing list.

MID JCR
305 Comm. Bldg.
OSU
Stillwater, Oklahoma 74074

MID

Tom Parent is no longer Mercury's National Promotions man, so send surveys and play lists to: National Promotions Manager, Mercury Records, 35 East Wacker Dr., Chicago, Ill. 60601.

MID

Also mail surveys to Stax's National College and Underground Promotions man, Bil Browder, Stax Records, 926 E. McLemore, Memphis, Tenn. 38106.

YOU'RE
TURNED ON
WHEN YOU'RE
TUNED IN
TO THE
COLLEGE SOUND
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MGM
VERVE
VERVE/FORECAST
KAMA SUTRA
HERITAGE
RECORDS
SEE YOU AT THE IBS
CONVENTION
SOL HANDWERGER-MGM
RECORDS

(Taste, cont. from page 21)

I cannot close a consideration of the subject of taste without some reference to a closely related and very vital subject—the problem of violence in television programming. Some critics, of course, claim that we should summarily ban all violence on television. Most thoughtful persons, however, recognize that all media of communication—including most great literature and art—have through the ages emphasized violence as a theme. A recent Senate staff report prepared by the Library of Congress suggests the reason for this emphasis by pointing out that “violence in literature, if it is good literature, serves to place the human condition in perspective, to comment in some way upon the aggressive side of man’s nature which is never far from the surface of human activity.” One has only to look at the history of drama, from Sophocles, Aeschylus and Euripides through the Elizabethans and down to our modern playwrights like Tennessee Williams, Edward Albee and Arthur Miller to recognize the reflection of that fact. Even our nursery rhymes and fairy tales are fraught with it.

The CBS Television Network has always believed that the so-called action-and-adventure programs embodying violence should not occupy a disproportionate part of the television schedule. Following the tragic assassinations last year of Senator Robert F. Kennedy and the Reverend Martin Luther King, Jr., and the creation by President Johnson of the National Commission on the Causes and Prevention of Violence, we immediately undertook to further reduce the depiction of violence in our programming. We did this not because we were persuaded that there is any demonstrated connection between the depiction of violence in television entertainment and the occurrence of violence in everyday life. We did it because—in the absence of any authoritative data concerning the connection—we considered it our duty to give to that proposition the benefit of the doubt. We have, therefore, renewed our efforts to guard against those instances where violence creeps into a script for the sake of violence and not because it is called for by considerations of dramatic value.

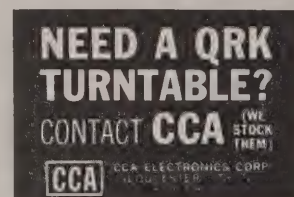
Creative Violence

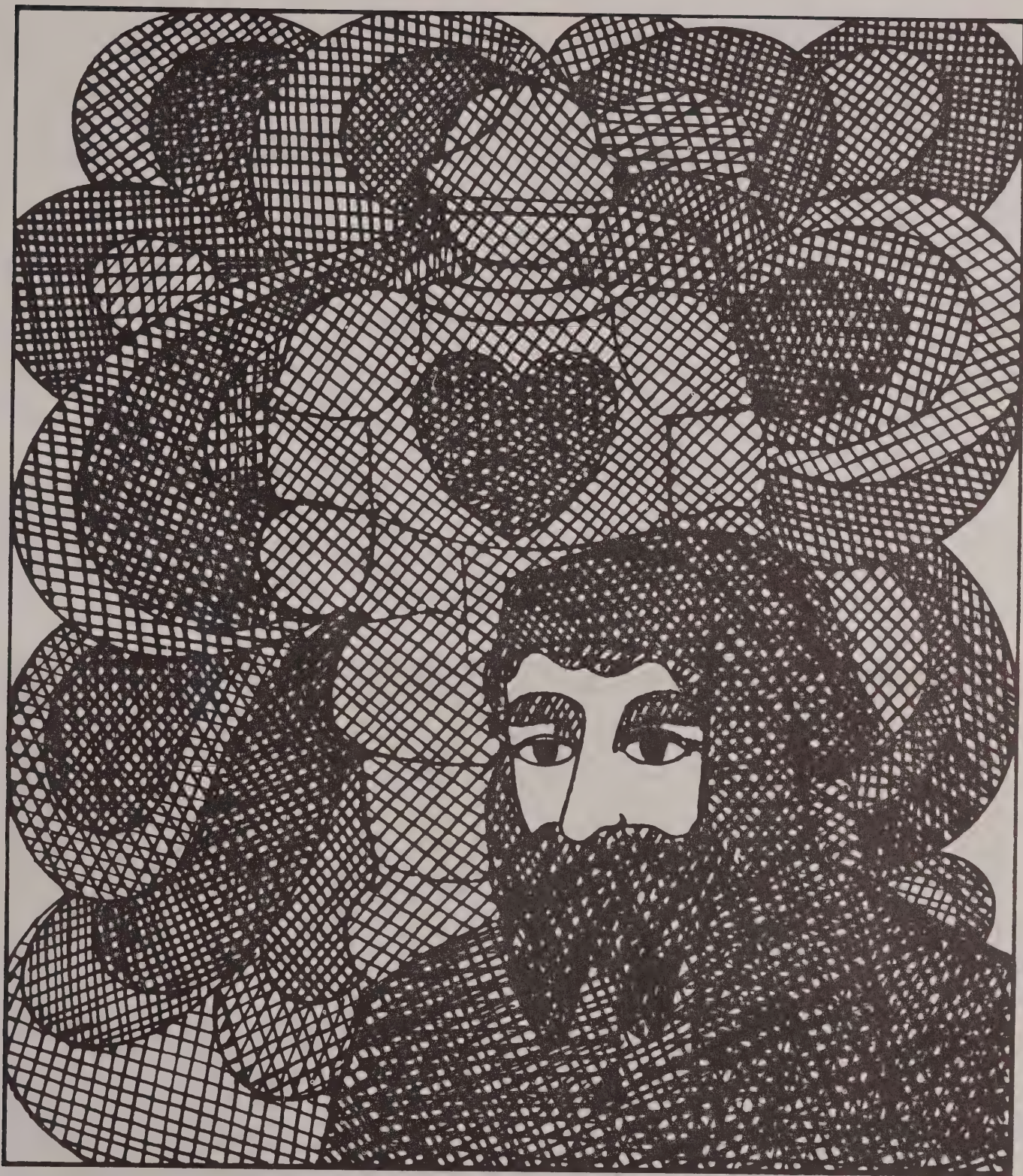
What we must also seek to do is to see to it that violence, when presented, is meaningful and engages the viewer’s concern and sympathy. It has been

well said that “violence, when presented as the cause of human behavior to be followed by consequences, can be used to reflect constructively upon the nature of man.” A noted psychologist, Dr. Robert Coles, has observed that “the issue is not the presence of violence. The issue is what is done with it . . .” Dr. Otto Larsen, a consultant to the National Commission on the Causes and Prevention of Violence, underscored this thought by testifying before the Commission that “we must be more creative in our presentation of violence.”

It would be foolish of me to suggest that television drama can invariably emulate great literature in its treatment of violent themes. We acknowledge, however, that we must demonstrate a moral responsibility in the presentation of violence; we must give the viewer a heightened sense of its reality and a keener awareness of the pain it causes to those who commit it and to those on whom it is committed.

In closing let me observe that no mass medium has ever been so buffeted by criticism as television is at the present time. We are attacked by those who think we are libertine and irresponsible as well as by those who think we are repressive, unimaginative and stodgy. In the final analysis, however, we have no choice but to exercise our responsibility as we see it. This means resisting those on the left who tell us that our proper role is to grant license to whoever wishes to say or do anything. It means resisting those on the right who would have us turn our backs on the revolution in mores and morals that modern life has brought about. Ours is a difficult course. We cannot expect to be free from criticism, but with your help we hope to be able to say that we have done our very best not to deserve it.





Geoffrey Chaucer, the Father of English Poetry, wrote of his "gentle knight" that **"In all his life he hasn't never yet said nothing discourteous to no sort of person."** What's right to say today may be wrong to say tomorrow.

COLUMBIA SCHOOL OF BROADCASTING

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OR ANY OTHER INSTITUTION.



(Continued from Page Two)

Some of my courses were quite useful. Others should have been, but were poorly taught, such as a radio course using a director, engineer, and announcer, which is not the set-up graduates will find on their first jobs. Old-fashioned programming ideas hampered classes.

In another study conducted by Dr. Kenneth Harwood, Dean of Communications, Temple University, general managers were asked to evaluate their college courses. Under the heading of *Very Valuable* were such courses as management, advertising and marketing, law, advertising courses as applied to radio-TV, psychology, political science, content or theory in broadcasting, social implications and significance of radio-TV, and logic.

It can be argued that many former students tend to emphasize the need for "hardware" courses as opposed to economic, government, religion, and education balanced with their field of concentration. It may be assumed that this emphasis gradually changes once the graduate has moved up the ladder of success. The overeager graduate, when he starts to work at his first job, tends to feel a lack of training in certain areas of concentration, because he feels in his own mind that he should be an "authority on everything." It would be unwise to use former student's opinions totally to reshape the aims and purposes of a curriculum. The needs of society must be taken into consideration along with the desire of the student. A student tends to feel that he is only one unit being independent of

society. He may or may not realize that as a member of society and as a professional broadcaster he has assumed a position of importance in an industry which occupies more of the leisure time of the American people than all the other agencies of mass communications and mass entertainment combined. He may be failing to realize that great influence over opinions, attitudes, and behavior of the American public exercised by broadcasting. It is hoped that the philosophy of instruction will deliver to society a person who has a broad general grasp of the broadcasting industry, its place in the social order, and his place as an individual of affluence in it.

Now that technological advances have changed our forms of mass communications, it is difficult to see how a department can justify "training" a student to be a director of radio drama programs when in reality there is no such position in the industry of the 60's and 70's. Nor can a department justify training students to be "record changers" when automation has replaced this position. How can the teaching of a 1930 radio drama production be justified for a 1970 industry.

The curriculum, under this school of thought, should emphasize content and theory with certain skills courses. It is also designed to *educate* students to take positions of responsibility in a dynamic, current communications industry as opposed to training students for "radio as it once was" as too many schools have done for too long.

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A Division Of Dictaphone

Directory of College Radio Stations

The following directory of college radio stations is arranged by state—in alphabetical order according to school name. Data included (in order of presentation) for each entry are: 1. Address; 2. Phone Number; 3. IBS Region; 4. Type of transmission, frequency and power; 5. Hours of operation; 6. Association membership; 7. Network affiliation; 8. Representative; 9. Date established and staff size; 10. Format; 11. School enrollment and Potential Audience; 12. One minute spot rate; 13. Department Head; 14. Faculty Advisor; 15. Personnel.

ALABAMA

SAMFORD UNIVERSITY: WVSU-FM, 1—Box 1168 Samford University, Birmingham, Alabama 35209, 2—205-870-2934, 4—FM, 10w, 91.1mc, Non-comm., 5—On air 5 days, 42 hrs. per week, 9—Estab: April, 1966, Staff: 10—Format: Easy Listening & Campus Interests, 11—School enrollment: 2800, Po. Aud: 6-7000, 13—Dept. Head: George H. Smith, 14—FA: George H. Smith, 15—Personnel: GM Bill Attaway.

ST. BERNARD COLLEGE: WBSR, 1—St. Bernard College, St. Bernard, Alabama 35138, 2—205-734-4110, 4—770kc, comm., 5—On air 7 days, 105 hrs. per week, 9—Estab: 1953, Staff: 15, 10—Format: Middle of Road, 11—School enrollment: 1000, Po. Aud.: 1500, 12—1 min. rate: \$1, 13—Dept. Head: Rev. Ronald L. Veigl, 14—FA: Rev. Ronald L. Veigl, 15—Personnel: GM Bob Richards, SM John Callahan, PD George Spagnola, BM John Callahan, CE Ronald L. Veigl.

UNIVERSITY OF ALABAMA: WABP, 1—Box 6155, University, Ala. 35486, 2—205-348-6082, 3—Southern, 4—WW, 570 kc, Comm., 5—On air 5 days, 40 hrs. per week, 6—IBS, 10—Format: Top 40 with evening features, 11—School enrollment: 13,600, Po. Aud.: 550, 13—Dept. Head: Prof. Knox Haggood, 14—J. Mahoney.

ALASKA

UNIVERSITY OF ALASKA: KUAC-FM, 1—University of Alaska, College, Alaska 99701, 2—479-7356, 4—FM, 10,500w, 104.7mhz, Non-comm., 5—On air 7 days, 127 hrs. per week, 6—NAEB, 7—NERN, 9—Estab: November, 1962, Staff: Summer-11, Winter-30, 10—Format: Classical, talk and pop music, 11—School enrollment: 2500, Po. Aud: 30,000, 13—Dept. Head: Charles Northrip, 14—FA: Charles Northrip, 15—Personnel, GM Charles Northrip (F), PD Sue Pittman (F), CE David Walstad (Tech), Pub. Affairs Dir. James Judwig (F).

ARIZONA

ARIZONA STATE UNIVERSITY: KASN, 1—Dept. of Mass Communications, Temple, Arizona 85281, 4—WW, Non-comm., 5—On air varies, 6—APBE, 9—Estab: 1965, Staff: 30, 10—Format: Varies, 11—School enrollment: 23,000, Po. Aud: 1000, 13—Dept. Head: Don Brown, 14—FA: Joseph P. Zesbaugh.

NORTHERN ARIZONA UNIVERSITY: KNAU, 1—Fac. Box 4085, Flagstaff, Arizona 86001, 2—602-523-3001, 3—Pacific, 4—1000kc, Comm., 5—On air 5 days, 56 hrs. per week, 9—Estab: Not Known, Staff: 60, 10—Format: Rock, MOR, 11—School Enrollment: 8500, Po. Aud: 5000, 12—1 min. rate \$1.25, 13—Dept. Head: Dr. Clifford E. White, 14—FA: Dr. Clifford E. White, 15—Personnel, GM Chris Cochran, SM Richard D. Boyd, PD Robert W. Carter, BM Richard D. Boyd, CE Dave Anderson.

PHOENIX COLLEGE: KFCA-FM, 1—1202 W. Thomas Road, Phoenix, Ariz. 85013, 2—602-264-2492, ext. 359, 4—FM, 3 kw, 91.5 mc, Non-comm., 5—On air 6 days, 70 hrs. per week, 6—NAB, 9—Estab: 1951, Staff: 35, 10—Format: Good Music, 11—School enrollment: 9000, Po. Aud: 450,000, 13—Dept. Head: Charles E. Buzzard, 14—FA: Charles E. Buzzard, 15—Personnel, GM Charles E. Buzzard (F), PD Steven Edwards (F), CE Butch Kline.

ARKANSAS

STATE COLLEGE OF ARKANSAS: KSCA, 1—Conway, Ark. 72032, 2—501-329-6864, 3—Southwestern, 4—FM, 10w, 91.5 mc, Non-Comm., 5—On air 6 days, 54 hrs. per week, 6—IBS, 9—Estab: 1966, Staff: 45, 10—Format: educational, 11—School enrollment: 4450, Po. Aud: 20,000, 13—Dept. Head: Jane Boling, 14—FA: Jane Boling.

ARKANSAS STATE UNIVERSITY: KASU-FM, 1—Box 4B, Jonesboro, Ark. 72467, 2—501-935-5972, 4—FM, 3.5kw ERP, 91.9khz, Non-Comm., 5—On air 6 days, 60 hrs. per week, 6—NAEB/NER, 7—NERN, 9—Estab: 1956, Staff: 10, 10—Format: education, information, news, sports, good music, 11—School enrollment: 6000, Po. Aud: 150,000, 13—Dept. Head: Charles Rasberry, 15—Personnel, GM Charles L. Rasberry (F), CE Roy E. Barnhill, Oper. Mgr. Darrell Cunningham (F), Traf. Dir. Linda Nelson.

HARDING COLLEGE: KHCA, 1—Station A, Searcy, Ark. 72143, 2—501-268-6161, 3—Southwestern, 4—CC, 1190kc, Non-comm., 5—On air 7 days, 42 hrs. per week, 6—IBS, 9—Estab: 1965, Staff: 35, 10—Format: easy listening, 11—School enrollment: 1950, Po. Aud: 4,000, 13—Dept. Head: Robert E. Eubanks, 14—FA: Robert E. Eubanks.

JOHN BROWN UNIVERSITY: KUOA, 1—Siloam Springs, Ark. 72761, 2—501-524-3154, 4—AM-5kw, FM-2850w, Comm., 5—On air 7 days, 91 hrs. per week, 6—NAB, NARB, 7—ARN, 9—Estab: 1923, Staff: 6+, 10—Middle-of-the-road, 11—School Enrollment: 750, Po. Aud: 300,000, 12—1 min. rate: \$4, 13—Dept. Head: Dr. Ralph Kennedy, 14—FA: Dr. Ralph Kennedy, 15—Personnel, GM Cecil E. Smith (F), SM David M. Porritt, PD Carl McQuay, CE Cecil E. Smith (F), ND Carl McQuay.

CALIFORNIA

BETHANY BIBLE COLLEGE: KBBK, 1—800 Bethany Drive, Santa Cruz, California 95060, 2—408-438-3800, 3—Western, 4—FM pending, 6—IBS, 11—School enrollment: 500, 13—Dept. Head: Kenneth T. Olson, 15—Personnel, GM Kenneth T. Olson.

CALIFORNIA STATE COLLEGE at Los Angeles: KSLA, 1—5151 State College Drive, Los Angeles, California 90032, 2—213-224-3658, 4—WW, Comm., 5—On air 5 days, 70 hrs. per week, 9—Estab: 1961, Staff: 31, 10—Format: Folk, Rock, Prog. Rock, 11—School enrollment: 20,000-25,000, Po. Aud: 25,000, 13—Dept. Head: Mr. Don Price, 14—FA: Mr. Robert Sherwood, 15—Personnel, GM Don Smith, SM Don Smith, PD Phil Moskowitz, BM Don Smith, CE Randy Smith, ND John Vekasy, Music Dir. Steve Resnik, Head Sales Rep. Kopie Sotiropoulos, Secretaries Cindy Woo, Susan Barnes.

THE CATE SCHOOL: KSBS, 1—P.O. Box 68, Carpinteria, Calif. 93013, 2—805-684-9038, 3—Pacific Coast, 4—CC, 880kc, Non-Comm., 6—IBS.

CHICO STATE COLLEGE: KCHO-FM, 1-Mass Communications Dept., Chico, Calif. 95926, 3-Pacific, 4-10w, 91.1mhz, Non-comm., 5-On air 7 days, 84 hrs. per week, 6-IBS, 10-Format: Cultural, informational, educational, & entertainment, 15-Personnel, GM George Rogers (F), PD Robert Wiedman, CE Rick Stuehler, ND Dick Kirkpatrick, Prod. Dir. Sydney Spitler.

CHICO STATE COLLEGE: KCSC, 1-1st & Normal Streets, Chico, California 95926, 4-CC, 720khz, Comm., 5-On air 7 days, 133 hrs. per week, 9-Estab: September 1963, Staff: 30, 10-Format: Top 40, Oldies, 11-School enrollment: 9000, Po. Aud: 4000, 12-1 min. rate: \$.97, 14-FA: Mel Slocume, 15-Personnel, GM David Ferguson, SM David Ferguson, PD Paul Kelly, CE Rick Stouler, ND Dave Vanbenthason.

COLLEGE OF SAN MATEO: KCSM-FM, 1-1700 W. Hillsdale Boulevard, San Mateo, California 94402, 2-415-341-6161, ext. 471, 4-FM, 350w, 90.9mhz, Non-comm., 5-On air 6 days, 80 hrs. per week, 6-NAB, 9-Estab: Fall 1964, Staff: 7, 10-Format: Middle of Road, 11-School enrollment: 13,000, Po. Aud: 4,000,000, 13-Dept. Head: Dr. Jacob H. Wiens, 14-FA: Daniel C. Odum, 15-Personnel, GM Doug Montgomery (F), PD D.C. Odum (F), BM D.C. Odum, CE F.J. Morgan (F), ND F.R. Lanzone, Jr.

FRESNO STATE COLLEGE: KFSR, 1-No. Maple & Shaw, Fresno, Calif. 93726, 2-209-487-2655, 3-Pacific Coast, 4-CC, 660kc., Comm. 5-On air 5 days, 48 hrs. per week, 6-IBS, 9-Estab: 1962, Staff: 25, 10-Format: Rock & MOR, 11-School enrollment: 11,000, Po. Aud: 1500, 13-Dept. Head: Dr. John P. Highlander, 14-FA: William N. Monson.

LOS ANGELES HARBOR COLLEGE: KHCR, 1-1111 Figuereia Place, Wilmington, California 90744, 2-213-835-0161, 3-Pacific Coast, 4-830khz, Comm., 5-On air 5 days, 38 hrs. per week, 8-Campus Media, 9-Estab: February 1, 1968, Staff: 25, 10-Format: Young Sound & Top 40, 11-School enrollment: 7800, Po. Aud: 1200, 12-1 min. rate: \$.75, 14-FA: Robert Myers, 15-Personnel, GM Robert Myers (F), SM Terry Berglund, PD Joe Melinda, CE Jim Duncan, ND Mike Gustin.

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LOYOLA UNIVERSITY OF LOS ANGELES: KXLU, 1-7101 W. 80th Street, Los Angeles, California 90045, 2-213-678-1043, 4-CC & FM, 840khz, 88.9mhz-3000w, Comm-AM, Non-comm-FM, 5-On air 5 days, 30 hrs. per week, 8-Campus Media, Inc., 9-Estab: 1957-FM, 1946-AM, Staff: 50, 10-Format: AM-Top 40, FM-Classical and Jazz, 11-School enrollment: 2000, Po. Aud: AM-1000, FM-5,000,000, 12-1 min. rate: \$3.50-AM, 14-FA: Rev. Edward Lynch, S.J., 15-Personnel, GM Robert Fesinmeyer, CE Vince Talbot (F).

OCCIDENTAL COLLEGE: KOXY, 1-1600 Campus Rd., Los Angeles, Calif. 90041, 3-Pacific Coast, 6-IBS.

PACIFIC UNION COLLEGE: KANG-FM, 1-Angwin, California 94508, 2-707-965-2421, ext. 261, 4-FM, 34kw, 89.9mhz, Non-comm., 5-On air 7 days, 48 hrs. per week, 7-Adventist Collegiate, 9-Estab: 1965, Staff: 11-3 full-time, 8 part-time, 10-Format: Classical Music, 11-School enrollment: 2000, Po. Aud: 5,000,000, 13-Dept. Head: Elton Wallace, Ph.D., 14-FA: John Rice, M.A., 15-Personnel, GM John Rice (F), PD Wallace Schmidt, CE Stan Bisel, ND Monty Cobb.

POMONA COLLEGE: KSPC-FM, 1-Replica House, Claremont, California 91711, 2-714-626-8511, ext. 3060, 4-FM, 3 kw, 88.7mhz, Non-comm., 5-On air 7 days, 72 hrs. per week, 9-Estab: 1954, Staff: 50, 10-Format: All kinds of music, 11-School enrollment: 5200, Po. Aud: 100,000+, 15-Personnel, GM Bob Hess, PD Mark Huessy, CE Bill Guthrie, ND Peter Kropotkin.

SAN BERNARDINO VALLEY COLLEGE: KVCR-FM, 1-701 S. Mt. Vernon Ave., San Bernardino, California 92403, 2-714-885-0234, 4-FM, 4900w, 91.9mhz, Non-comm., 5-On air 7 days, 105 hrs. per week, 6-NAEB, 7-NER, 9-Estab: Dec. 1953, Staff: 55, 10-Format: Variety, 11-School enrollment: 12,000, Po. Aud: 200,000, 13-Dept. Head: Edward R. Rothhaar, 15-Personnel, GM Edward R. Rothhaar (F), PD Robert G. Burningham (F), CE James Curtiss, Opers. Mgr. David Moore.

SAN DIEGO STATE COLLEGE: KEBS-FM, 1-San Diego State College, San Diego, Calif. 92115, 2-214-286-6431, 4-FM, 2000ERP, 89.5mhz, Non-comm., 5-On air 6 days, 48 hrs. per week, 6-NAEB, 7-NERN, 9-Estab: 1960, Staff: 8, 10-Format: Information, 11-School enrollment: 23,000, Po. Aud: 1,000,000, 15-Personnel, GM John Witherspoon, PD Tom McManus, CE Chris Rager.

SIMPSON BIBLE COLLEGE: KCMA, 1-San Francisco, 94124, 3-Pacific Coast, 6-IBS.

STANFORD UNIVERSITY: KZSU, 1-P.O. Box 3008, Stanford, Calif. 94305, 2-415-321-2300, 3-Pacific Coast, 4-FM, 10w., 90.1mc., Non-comm., 5-On air 7 days, 80 hrs. per week, 6-IBS, 9-Estab: 1938, Staff: 60, 10-Format: Mixed bag, 11-School enrollment: 11,000, Po. Aud: 1,000,000.

UNIVERSITY OF CALIFORNIA at Berkeley: KALX, 1-University of California, Berkeley, Calif. 94720, 2-415-849-1600, 4-CC & FM, 850kc-AM, 90.7-FM-10w, Non-comm., 5-On air 7 days, 60 hrs. per week, 7-University of California Radio Network, 9-Estab: March 1963, Staff: 25, 10-Format: Music and Information, 11-School enrollment: 28,000, Po. Aud: 500,000, 14-FA: Ken Goode, 15-Personnel: GM James Duncan, Jr., PD Richard Markel, CE James Duncan, Jr., ND Hanna Guttman, Asst. Mgr. John Connors.

UNIVERSITY OF CALIFORNIA at Davis: KDVS, 1-University of California, Davis, Calif. 95616, 2-916-752-2777, 4-WW & FM, 18wERP, 91.5mc, WW-Comm., FM-Non-comm., 5-On air 7 days, 140 hrs. per week, 9-Estab: 1962, Staff: 100, 10-Format: Progressive Rock, Top 40, 11-School enrollment: 12,500, Po. Aud: 2800, 12-1 min. rate: \$1.50, 15-Personnel: GM Bruce Riordan, SM Tim Collins, PD Jeff Holder, BM Tim Collins, CE Paul Kendrick, ND Phil Simons.

UNIVERSITY OF CALIFORNIA at Riverside: KUCR, 1-Riverside, Calif. 92507, 3-Pacific Coast, 6-IBS.

UNIVERSITY OF CALIFORNIA at Santa Barbara: KCSB, 1-Communications Building, Santa Barbara, Calif. 93106, 2-805-961-2424, 3-Pacific, 4-WW & FM, 770khz-AM, 91.5mhz-FM-184w., Non-comm., 5-On air 7 days, 168 hrs. per week, 6-PCRn, UCRn, IBS, 9-Estab: 1964, Staff: 70, 10-Format: Educational, Progressive, 11-School enrollment: 13,000, Po. Aud: 180,000, 14-FA: Dr. J.J. Sayovitz, 15-Personnel: GM Cy Godfrey, PD Jim Unruh, CE John Strahler, ND Greg Sprankling, Asst. Prog. Dir. Rick Frank, Prom. Dir. Rick Bloom.

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UNIVERSITY OF THE PACIFIC: KUOP, 1-3601 Pacific Avenue, Stockton, California 95204, 2-209-466-4841, ext. 258 or 259, 4-CC, FM-30,000w, AM-720khz, FM-91.3mhz, Non-comm., 5-On air AM-5, FM-7 days, AM-42, FM-63 hrs. per week, 6-NABC (No. Am. Broadcasting Corp.), 7-NABC, 9-Estab: 1947, Staff: 50 to 60, 10-Format: AM-Variety, Rock, MOR, Classical, Jazz, etc.; FM-Educational, Classical, Progressive Rock Music with some Jazz and Pop, 11-School enrollment: 3000, Po. Aud: 2500, 13-Dept. Head: James H. Irwin, 14-FA: James H. Irwin, 15-Personnel: GM-FM James H. Irwin (F), AM Richard Lapin, PD-FM James Worcester, AM Kim LaV alley, Pub. Affairs Pro. Dir. Dana Badley, Music Librarian Ray Gebbie, Prod. Mgr. Rich Bergstrom, Traffic Mgr. Alma Alcalá.

UNIVERSITY OF REDLANDS: KUOR-FM, 1-1200 E. Colton Ave., Redlands, Calif. 92373, 2-714-793-2121, 3-Pacific Coast, 4-FM, 700w, 89.1mhz, Non-comm., 5-On air 7 days, 53 hrs. per week, 6-NAB, 9-Estab: September 1966, Staff: 25, 10-Format: Rock, 11-School enrollment: 1500, Po. Aud: 1,000,000, 14-FA: Ben Dillow, 15-Personnel: GM Michael Grissom, PD Ernie Underhay, CE James Rosa, Music Dir. Scott Darling.

UNIVERSITY OF SAN FRANCISCO: KUSF, KUSF-FM, 1-San Francisco, Calif. 94117, 2-415-387-3803, 3-Pacific Coast, 4-WW, 880kc, Comm., FM, 10w, 107.9mhz, Comm., 5-On air 7 days, 80 hrs. per week, 6-IBS, 9-Estab: 1963, Staff: 50, 10-MOR, 11-School enrollment: 6,000, Po. Aud: 60,000, 12-1 min. rate \$2.75, 14-FA: Mr. Richard Melo, 15-Personnel: GM John Fabian, PD Jim Tehero, SM Bruce Schlesinger, ND Vince Hurley, PR Steve Runyon, SD Joe Costello, CE Jacques Verdier.

UNIVERSITY OF SOUTHERN CALIFORNIA: KUSC-FM, 1-University of Southern California, Los Angeles 90007, 2-213-746-2166, 4-FM, 30,000w, 91.5mc, Non-comm., 5-On air 7 days, 91.5 hrs. per week, 6-NAB, 9-Estab: 1946, Staff: 75, 10-Format: Classical, Underground, Olde Golde, 11-School enrollment: 25,000, Po. Aud: 10,000,000, 13-Dept. Head: Dr. Edward Borgers, 14-FA: Dr. Michael Sommer, 15-Personnel: GM Dr. Michael Sommer (F), PD Howard Gershuny, CE Barney Dewey, Sta. Mgr. Douglas Peck.

COLORADO

ADAMS STATE COLLEGE: KASF, 1-110 Richardson Ave., Alamosa, Colo. 81101, 2-303-589-7872, 3-Mountain, 4-CC-660khz, FM-90.9mhz, 10w, Non-comm., 5-On air 5 days, 40 hrs. per week, 9-Estab: Sept. 1, 1969, Staff: 15, 10-Format: Middle of the Road, 11-School enrollment: 2500, Po. Aud: 10,000, 14-FA: Dr. Michael F. Lowenstein, 15-Personnel: GM Tracy Stuart, PD Ann Lockridge, CE William Peterson.

COLORADO COLLEGE: KRCC-FM, 1-Colorado College, Colorado Springs, Colo. 80903, 2-303-473-2233, ext. 335, 4-FM: 91.5mc, Non-comm., 5-On air 7 days, 50 hrs. per week, 6-Colorado Broadcasters Assn., 9-Estab: 1951, Staff: 12, 10-Format: Educational Programming, MOR Music Mix, 11-School enrollment: 1500, Po. Aud: 225,000, 14-FA: Professor Joseph Gordon, 15-Personnel: GM Stephen B. Blake, PD Robert Orr, BM Stephen B. Blake, CE John Shearer, ND Donald Wilson, Prod. Mgr. Philip Ershler, Music Dir. Michael Monderer.

COLORADO STATE COLLEGE: KCBL-FM, 1-Greeley, Colo. 80631, 2-303-351-3333, 4-FM, 10w, 91.3mhz, Non-comm., 5-On air 7 days, 99 hrs. per week, 6-NER, NERN, NAB, CBA, 7-NERN, 9-Estab: January 1, 1967, Staff: 20, 10-Format: Contemporary & news (Short educational

pgms.), 11-School enrollment: 9000, Po. Aud: 40,000, 13-Dept. Head: Ronald Camp or William Hurt, 14-FA: William Hurt, 15-Personnel: GM Ronald Camp (F), PD William Hurt (F), BM Linda Bauer, CE Estel Hanning, ND Richard Keep, Pub. Frank Fields, Mus. Dir. Terry Jenkins.

COLORADO STATE UNIVERSITY: KCSU-FM, 1-Student Center, Ft. Collins, Colo. 80521, 2-303-484-3525, 491-5043, 3-Rocky Mountain, 4-FM, 3500w, 90.0mhz, Non-comm., 5-On air 7 days, 95 hrs. per week, 6-NAB, IBS, NER, NAEB, Colo. Broadcasters Assn., 7-ABC, 9-Estab: April 1, 1964, Staff: 24, 10-Format: Contemporary, Ranges from MOR to Hard Rock, 11-School enrollment: 16,500, Po. Aud: 55,000, 14-FA: Mr. Robert McFarland, 15-Personnel: GM Bud Elliott, PD Larry Sato, BM Bruce Duckworth, CE Tim Cutforth, ND John Pray, Prom. Dir. Bud Elliott, Larry Sato.

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UNIVERSITY OF DENVER: KVDU, 1-University of Denver, Denver, Colo. 80210, 2-303-753-2691, 3-Mountain, 4-WW & FM, 10w, 670khz-AM, 90.1mhz-FM, Non-comm., FM, Comm.-AM, 5-On air 7 days, 112 hrs. per week, 6-IBS, 8-Rep-Campus Media, 9-Estab: 1948, Staff: 70, 10-Format: Top 40, 11-School enrollment: 6500, Po. Aud: 3000, 12-1 min. rate: \$3.00-AM, 13-Dept. Head: Mr. Jorden, 14-FA: Mr. Muchnick, 15-Personnel: GM John Wendorf, PD Bill Davie, Roger Davis, BM Wayne Stien, CE Bob Selin, ND Owen Jasek.

WESTERN STATE COLLEGE: KWSC, 1-Gunnison, Colo. 81230, 3-Mountain, 6-IBS.

CONNECTICUT

CENTRAL CONNECTICUT STATE COLLEGE: WCCS, 1-1615 Stanley St., New Britain, Conn. 06050, 2-203-223-6767, 3-New England, 4-CC, 670kc., Non-comm., 5-On air 7 days, 89 hrs. per week, 6-IBS, 9-Estab: 1947, Staff: 60, 10-Format: MOR, Rock.

MITCHELL COLLEGE: WRMC, 1-New London, Conn. 06320, 3-New England, 6-IBS.

UNIVERSITY OF BRIDGEPORT: WPKN, 1-244 University Ave., Bridgeport, Conn. 06602, 2-AM-203-334-2682, FM-336-5364, 3-New England, 4-WW & FM, AM-540khz, FM-89.5mhz-1kw, AM-Comm., FM-Non-comm., 5-On air 7 days, 70 hrs. per week, 7-Mutual, 8-Campus Media, 9-Estab: 1963, Staff: 65, 10-Format: AM-Rock, FM-Progressive, MOR, 11-School enrollment: 4400, Po. Aud: FM-2,000,000, AM-4000, 12-1 min. rate: \$5 (one time only), 15-Personnel: GM Jeffrey N. Tellis (F), SM Jeffery N. Tellis (F), PD AM-Alan Blank, FM-Jim Giddings, BM Dic Allen, CE Jeff Adams, ND Frank Scherback, Student Mgr. Tom Flynn, Sports Dir. Jim McNeerney, Librarian Dom Costazo, Chief Anncr. Walt Graham.

UNIVERSITY OF CONNETICUT at Storrs: WHUS, 1-Storrs, Conn. 06268, 3-New England, 6-IBS.

TRINITY COLLEGE: WRTC-FM, 1-Trinity College, Hartford, Conn. 06106, 2-203-522-9229, 4-FM, 350w, 89.3mhz, Non-comm., 5-On air 7 days, 80 hrs. per week, 6-NAFMB, 9-Estab: 1958, Staff: 50, 10-Format: Jazz, folk, rock, MOR, classical, Broadway, 11-School enrollment: 1300, Po. Aud: 5,000,000, 13-Dept. Head: Mr. Peter Moore, 14-FA: Mr. S. Anders Yocom, 15-Personnel: GM Peter Moore, PD Peter Bennett, BM William Millard, CE Robert Haight, ND Leon Blais, Tech. Dir. Peter Starke, Music Dir. Peter Brinkerhoff.

YALE UNIVERSITY: WYBC, 1-New Haven, Conn. 06520, 3-New England, 6-IBS.

DELAWARE

WESLEY COLLEGE: WSLY, 1-Wesley College, College Square, Dover, Delaware 19901, 2-302-674-4000, ext. 277, 3-Middle Atlantic, 4-WW, 640kcs, Non-comm., 5-On air 7 days, 12 hrs. per week, 9-Estab: 1951, Staff: 12, 10-Format: Rock & Roll, Progressive Rock, 11-School enrollment: 800, Po. Aud: 600+, 12-1 min. rate: \$.90, 14-FA: T. L. Higgins, 15-Personnel: GM Warren Elly, SM Dennis Halterman, PD Tom Leary, BM Dennis Halterman, CE Warren Elly.

DISTRICT OF COLUMBIA

GEORGETOWN UNIVERSITY: WGTB-FM, 1-37th & O Sts., N.W., Washington, D.C. 20007, 2-202-337-6649, 4-FM, 771w ERP, 90.1mhz, Non-comm., 5-On air 7 days, 100 hrs. per week, 9-Estab: Nov., 1960, Staff: 150, 10-Format: Contemporary Rock, Classical, Jazz, 11-School enrollment: 7000, Po. Aud: 2½ million, 14-FA: Fr. Francis Heyden, S.J., 15-Personnel: GM E. Ric Giardina, CE William Skiba, ND Peter Barry Chowka, Sta. Mgr. Harry Saranchak, Music Dir. Richard "Groove" Chon.

GEORGE WASHINGTON UNIVERSITY: WRGW, 1-Washington, D.C. 20006, 3-Capitol, 6-IBS.

MARJORIE WEBSTER JUNIOR COLLEGE: WEBS, 1-Washington, D.C. 20012, 3-Capitol, 6-IBS.

TRINITY COLLEGE: WRTC, 1-Washington, D.C. 20017, 3-Capitol, 6-IBS.

FLORIDA

ROLLINS COLLEGE: WPRK-FM, 1-Winter Park, Florida 32789, 2-305-646-2000, ext. 2375, 3-Southern Region, 4-FM, 330w, 91.5mc, Non-comm., 5-On air 7 days, 35 hrs. per week, 9-Estab: 1952, Staff: 10 to 20, 10-Format: Classical, educational, 11-School enrollment: 4000, Po. Aud: 50,000, 15-Personnel: Dept. Dir. Dean F. Graunke (F), CE Mark Frutchey, Chief Anncr. Robert Stonerick, Jr.

UNIVERSITY OF FLORIDA: WRUF-AM & FM, 1-Box 14444, Gainesville, Fla. 32601, 2-904-392-0771, 4-AM & FM, 5kw, 27kw, 850khz, 103.7mhz, Comm., 5-On air 365 days, 126+ hrs. per week, 6-NAB-Florida Assoc. Broadcasters, 7-NBC, 8-Rep-Harry Cannon & Assoc., 9-Estab: Oct. 1928, Staff: 28, 10-Format: MOR, Variety, Sports, News (FM 30% Classical), 11-School enrollment: 21,000, Po. Aud: 100,000, 12-1 min. rate \$6, 13-Dept. Head: K.F. Small, 15-Personnel: GM K.F. Small (F), SM Whitey McMullen, PD R.W. Leach, BM Ruth Brumball, CE Ed Slimak, ND Jim Finch.

UNIVERSITY OF MIAMI: WVUM-FM, 1-Box 8191, Coral Gables, Fla. 33124, 2-305-284-5558, 3-Southeastern, 4-FM, 10w, 90.5mhz, Non-comm., 5-On air 7 days, 100 hrs. per week, 6-IBS, 9-Estab: May 4, 1968, Staff: 50, 10-Format: Magazine, 11-School enrollment: 14,000, Po. Aud: 75,000, 13-Dept. Head: Paul Nagel, Jr., 14-FA: Jack Metzger, 15-Personnel: GM John S. Emm, Jr., Oper. Mgr. David Hass, PD Richard L. Hunter, Prom. Mgr. Paul Robinson, CE David Weston, ND Sheldon I. Leshner, Remote Engineer Ronald Schiller.

UNIVERSITY OF SOUTH FLORIDA: WUSF-FM, 1-University of South Florida, Tampa, Fla. 33620, 2-813-974-2341, 4-FM, 89.7mhz, Non-comm., 5-On air 5 days, 37½ hrs. per week, 6-NAEB, NER, SECA, 7-NER, SECA, 9-Estab: 1964, Staff: 12, 10-Format: Variety (Drama, Jazz, Talk, Classical), 11-School enrollment: 13,000, Po. Aud: 300,000, 14-FA: William Brady, 15-Personnel: GM Rich Steck (F), PD William Brady (F), CE Don Freeman, ND Dave Guerra, Prod. Mgr. Dave Guerra, Opns. Mgr. Dick Brown.

GEORGIA

ATLANTA CHRISTIAN COLLEGE: WACC, 1-2605 Ben Hill Rd., East Point, Ga. 30344, 2-404-761-8861, 3-Southern, 4-CC, 560kc, 6-IBS.

GEORGIA STATE COLLEGE: WGSC-FM, 1-Box 691, 33 Gilmer St. SE, Atlanta, Ga. 30303, 2-404-577-2426, ext. 392, 3-Southern, 4-FM, 12kw, 89.1mhz, Non-comm., 5-On air 7 days, 91 hrs. per week, 6-IBS, 9-Staff: 25, 10-Format: Rock, Jazz, 11-School enrollment: 12,000, Po. Aud: 2,000,000, 15-Personnel: GM Larry K. Phillips, PD Dan Michaels, BM Larry K. Phillips, CE Sanford S. Lavine, ND James O. Bryan, Oper. Dir. Ruth L. Overgard.

SOUTHERN TECHNICAL INSTITUTE: WSTB, 1-Southern Technical Institute, Marietta, Ga. 30060, 2-404-422-1800, 3-Southeastern, 4-FM, 6.9w, 1280kc, Non-comm., 5-On air 7 days, 60 hrs. per week, 6-IBS, STI, IFC, 9-Estab: September 1966, Staff: 18, 10-Format: Top 40, 11-School enrollment: 1200, Po. Aud: 950, 14-FA: Mr. Walter Burton, 15-Personnel: GM Al LaFavor, PD Bill Meecham, BM Oscar Neundorfer, CE Dale Heatherington, ND Brent Averill.

HAWAII

UNIVERSITY OF HAWAII: KTUH, 1-2500 Campus Road, Honolulu, Hawaii 96822, 2-808-941-4551, 4-AM & FM, 60w ERP, 90.5mhz, Non-comm., 5-On air 6 days, 49 hrs. per week, 6-NERN, NAEB, 7-NERN, 9-Estab: October, 1967, FM July, 1969, Staff: 35, 10-Format: Varied (block programming), 11-School enrollment: 15,000, Po. Aud: 30,000, 13-Dept. Head: Dr. Richard Rider, 14-FA: Dr. Milan Meeske, 15-Personnel: GM Fred Barbaria, PD Fred Barbaria, CE Chris Harrison, ND Richard Borreca, Chief Anncr. Mike Staats.

IDAHO

IDAHO STATE UNIVERSITY: KBGL-FM, 1-Idaho State University, Pocatello, Idaho 83201, 2-208-236-3661, 4-FM, 88.7mhz, Non-comm., 5-On air 6 days, 42 hrs. per week, 6-NAB, 9-Estab: 1952, Staff: 5, 10-Format: Music, discussion, interview, 11-School enrollment: 6000, Po. Aud: 50,000, 13-Dept. Head: Herbert Everitt, 14-FA: Herbert Everitt, 15-Personnel: GM Herbert Everitt (F), PD Don Rogers, CE Jim Alexander.

UNIVERSITY OF IDAHO: KUOI, 1-Communications Center, Moscow, Idaho 83843, 2-208-882-3511, 3-Northwest, 4-FM, 1,000w., 91.7mc., Non-comm., 6-IBS.

NORTHWEST NAZARENE COLLEGE: KCRH, 1-Box K, Nampa, Idaho 83651, 2-208-467-8660, 3-Northwest, 4-FM, 10w, 91.5mc., Non-comm., 6-IBS.

ILLINOIS

AUGUSTANA COLLEGE: WVIK, 1-Union Bldg., Rock Island, Ill. 61201, 2-309-794-7261, 3-Midwest, 4-FM, 10w, 90.9mc., Non-comm., 6-IBS.

BRADLEY UNIVERSITY: WRBU, 1-Student Center, Peoria, Ill. 61600, 2-309-676-7611, 3-Midwest, 4-CC, 610kc, Comm., 6-IBS.

ELMHURST COLLEGE: WRSE-FM, 1-Elmhurst, Ill. 60126, 2-312-834-8807, 3-Midwest, 4-FM, 10w, 88.7mhz, Non-comm., 5-On air 6 days, 60 hrs. per week, 6-IBS, 9-Estab: 1964, Staff: 70, 10-Format: Educational, 11-School enrollment: 1500, Po. Aud: 60,000, 13-Dept. Head: Bob McGeehee, 14-FA: C.A. Schmidt, 15-Personnel: GM Robert McGeehee (F), PD John Drew, BM Jan Sumner, CE Robert Faerber, ND Ray Miller.

GREENVILLE COLLEGE: WGRN-FM, 1-315 E. College Ave., Greenville, Ill. 62246, 2-618-664-1840, ext. 211, 3-Midwest, 4-FM, 10w, 89.3mhz, Non-comm., 5-On air 7 days 66 hrs. per week, 6-IBS, 9-Estab: Nov. 4, 1952, Staff: 65, 10-Format: Middle of the Road, Educational-FM, 11-School enrollment: 800, Po. Aud: 10,000, 13-Dept. Head: Ivan E. Ratcliffe, 15-Personnel: GM Don R. Ratcliffe, PD Robert Fairbanks, BM Ronald Crowell, ND Samuel Roethemeyer, Pub. Mgr. Seth Seppanen, Prod. Mgr. Beverly Clapp.

ILLINOIS COLLEGE: WILC, 1-Box 816, Jacksonville, Illinois 62650, 2-217-243-3345, 3-Midwest, 4-CC, 570kc, Comm., 5-On air 6 days 46 hrs. per week, 6-IBS, 9-Estab: 1967, Staff: 65, 10-Format: Rock & all kinds of music, 11-School enrollment: 950, Po. Aud: 790, 12-1 min. rate \$1.50, 14-FA: Donald R. Eldred, 15-Personnel: GM David R. Craske, SM Hans R. Gallas, PD Andrew Peterson, BM Barbara McGarvey, CE David R. Craske.

ILLINOIS INSTITUTE OF TECHNOLOGY: WIIT, 1-3300 So. Federal St., Chicago, Ill. 60616, 2-314-225-9600, 3-Midwest, 4-CC, 640kc., Comm., 6-IBS.

ILLINOIS STATE UNIVERSITY: WGLT, 1-Coole Hall, Normal, Ill. 61761, 2-309-438-2313, ext. 2314, 3-Midwest, 4-WW & FM, 19.3 ERP-FM, 540khz, WW, 91.7mhz-FM, Non-comm., 5-On air 7 days, 54-WW, 66-FM, hrs. per week, 6-NAEB, 7-NER, NAEB, 9-Estab: WW-1961, FM-1966, 10-Format: Varied, 11-School enrollment: 15,000, Po. Aud: WW-6,000, FM-75,000, 13-Dept. Head: Dr. Ralph L. Smith, 14-FA: G. Gen Paxton, Jr., 15-Personnel: GM Walter Kester, PD Curtis Gent, CE David Clay, Douglas Schoen, ND Larry Williamson.

ILLINOIS UNIVERSITY: WPGU-FM, 1-Weston Hall, Champaign, Ill. 61820, 2-217-333-2019, 4-FM, 3000w, 107.1mhz, Comm., 5-On air 7 days, 75 hrs. per week,

6-NAB, 7-ABC Entertainment, 8-Campus Media, 9-Estab: 1957, Staff: 120, 10-Format: Rock, Contemporary, 11-School enrollment: 32,000, Po. Aud: 250,000, 12-One min. rate \$3.25, 13-Dept. Head: Rick Sallinger, 14-FA: Dean C. Firley, 15-Personnel: GM Phil Overmeyer, SM George Kwain, PD Rick Sallinger, BM Robert Kressek, CE Mike Grady, ND Robert Greenberg.

LAKÉ FOREST COLLEGE: WLFC, 1-Lake Forest College, Lake Forest, Ill. 60045, 2-312-234-5480, 3-Midwest, 4-CC, 640kc, Comm., 5-On air 6 days, 72 hrs. per week, 9-Estab: 1964, Staff: 70, 10-Format: Heavy Rock, R&B, Top 40, Lecture Series, 11-School enrollment: 1300, Po. Aud: 950, 14-FA: Eugene C. Lewandowski, 15-Personnel: GM Carole C. Hamady, Asst. GM James Downing, BM J.M. Johnston, CE Bryant Henry, ND Bennett G. Ryan, Head Librarian Amy Danzig, Advertising Dir. Leigh R. Bench, Jr.

LEWIS COLLEGE: WLCL, 1-Lockport, Ill. 60401, 3-Midwest, 6-IBS.

LINCOLN CHRISTIAN COLLEGE: WLCC, 1-Lincoln Chr. College, Box 178, Lincoln, Ill. 62656, 2-217-735-1313, 4-FM, 10w, 88.7mhz, Non-comm., 5-On air 5 days, 36 hrs. per week, 9-Estab: Program operation January 20, 1969, Staff: 40, 10-Format: Education, Religious, Cultural, 11-School enrollment: 800, Po. Aud: 20,000, 13-Dept. Head: John Young, 14-FA: John Young, 15-Personnel: GM Ron Jarrett, PD Gary Mickle, ND Dale Benham, SD Terry Calvert, Traf. Mgr. Pam Jarrett.

LOYOLA-MUNDELEIN: WLUC, 1-6525 N. Sheridan, Chicago, Ill. 60626, 2-312-274-3000, 3-Midwest, 4-WW, 600khz, Comm., 5-On air 5 days, 80 hrs. per week, 9-Estab: Apr. 14, 1968, Staff: 250, 10-Format: Rock, soul, 11-School enrollment: 12,500, Po. Aud: 8000, 12-1 min. rate \$3.00, 14-FA: Mr. J. Moore, 15-Personnel: GM Ed L. Minarich, Jr., SM Walter Stawicki, PD Fran O'Herron, Chuck Hollinger, BM Mark McKeigue, CE Tom Pilat, MS. Kevin Killion, PR Gerry Murray, Joel Ostrander.

NORTHERN ILLINOIS: WNIU, 1-Dekalb, Ill. 60115, 2-815-753-1278, 3-Midwest, 4-CC, 610khz, Comm., 5-On air 6 days, 51 hrs. per week, 9-Estab: Feb. 1968, Staff: 36, 10-Format: Drake with Contemp. music, 11-School enrollment: 23,000, Po. Aud: 8,500, 12-1 min. rate \$2.50, 13-Dept. Head: Dr. C.R. Tetterer, 14-FA: Dr. C.R. Tetterer, 15-Personnel: GM Bill Blankenstein, SM Wes Bjerregaard, PD Dave McAley, BM Wes Bjerregaard, CE Walter P. Kaszynski, ND Bob Winike, Mus. Dir. Curt Stalheim, Sp. Dir. Monty Aidem.

NORTH PARK COLLEGE: WNPC, 1-5125 N. Spaulding Ave., Chicago, Ill. 60625, 2-312-583-5252, 3-Midwest, 4-WW, 590khz, Comm., 5-On air 5 days, 28 hrs. per week, 8-Frederick W. Smith, 9-Estab: June, 1967, Staff: 18, 10-Format: Pop, Rock, Folk, 11-School enrollment: 1800, Po. Aud: 1800, 12-1 min. rate \$1.40, 13-Dept. Head: Miss Margaret Peterson, 14-FA: Miss Margaret Peterson, 15-Personnel: GM Daniel Shields, SM Kim Olsen, PD Robert Blecker, BM Kim Olsen, CE James Proudien.

NORTHWESTERN UNIVERSITY: WNUR-FM, 1-Northwestern University, Speech Annex, Rm. 125, Evanston, Ill. 60201, 2-312-492-7101, 4-FM, 1040w, 89.3mhz, Non-comm., 5-On air 7 days, 80 hrs. per week, 9-Estab: May 10, 1950, Staff: 100, 10-Format: Talk, Music, Features, 11-School enrollment: 9552, Po. Aud: Northern Chicago & Suburbs, 13-Dept. Head: Dr. Charles F. Hunter, 14-FA: Michael Fisher, 15-Personnel: GM Michael Biel (F).

OLIVET NAZARENE COLLEGE: WKOC-FM, 1-Kankakee, Illinois 60901, 2-815-939-5330, 3-Midwest, 4-FM, 88.3mhz, Non-comm., 5-On air 7 days, 44 hrs. per week, 9-Estab: Sept. 1966, Staff: 2+, 11-School enrollment: 1900, Po. Aud: 50,000, 14-FA: Harlow Hopkins, 15-Personnel: GM Bud Bredholt, PD Harlyn Schmidt.

RICH EAST HIGH SCHOOL: WRHS-FM, 1-300 Sauk Trail, Park Forest, Ill. 60466, 2-312-748-5800, 4-FM, 10w, 88.1mhz, Non-comm., 5-On air 5 days, 22 hrs. per week, 9-Estab: January, 1960, Staff: 35, 10-Format: Educational, MOR, Rock, 11-School enrollment: 1700, Po. Aud: 500, 13-Dept. Head: Mr. Inkley, 14-FA: Mr. Inkley, 15-Personnel: PD Edward E. Murphy, BM Mr. Inkley (F).

ROOSEVELT UNIVERSITY: WRBC, 1-430 S. Michigan, Chicago, Ill. 60605, 2-312-922-3580, ext. 362, 3-Midwest, 4-WW, Comm., 5-On air 5 days, 60 hrs. per week, 9-Estab: Dec. 1947, Staff: 50, 10-Format: Middle of Road, 11-School enrollment: 7000, Po. Aud: 800, 12-1 min. rate \$1.50, 14-FA: Dean Brandel L. Works, 15-Personnel: GM Charlotte Moore, PD William Gill, BM Ted Despotes, CE Charles Feeley, ND Morrie Goldman.

PRINCIPIA COLLEGE: WTPC, 1-Elsah, Ill. 62028, 2-618-466-2131, 3-Midwest, 4-CC, 570kc, Non-comm.

QUINCY COLLEGE: WWQC, 1-1801 College Ave., Quincy, Ill. 62301, 2-217-222-8020, 3-Midwest, 4-CC, 1600kc, Non-comm., 6-IBS.

ROCKFORD COLLEGE: WRCR, 1-East State St., Rockford, Ill. 61101, 2-815-398-5880, 3-Midwest, 4-CC, 640kc, Non-comm., 6-IBS.

SHIMER COLLEGE: WRSB, 1-Mount Carroll, Ill. 61053, 3-Midwest, 6-IBS.

SOUTHERN ILLINOIS UNIVERSITY: WSUI-FM, 1-150 Communications Bldg., Carbondale, Ill. 62901, 2-618-453-4343, 4-FM, 37kw ERP, 91.9mhz, Non-comm., 5-On air 7 days, 114 hrs. per week, 6-NAB, NAEB, NERN, 7-NERN, UPI Audio, 9-Estab: Sept. 15, 1958, Staff: 100, 10-Format: Varied-Classical, Jazz, MOR, Information, Heavy News, 11-School enrollment: 32,000, Po. Aud: 900,000, 13-Dept. Head: Buren C. Robbins, 14-FA: Charles T. Lynch, 15-Personnel: CE William E. Dixon (F), ND Ed Brown (F), I.J. Hudson, Asst. ND Mitchell E. Farris, Operations Mgr. Charles T. Lynch (F), Student Sta. Mgr. Randall G. Scheiding, Prod. Dir. Rich O'Dell, Traffic Mgr. Cher Dombrowski, Continuity Dir. Peter Peterson, Sports Dir. Bill Steff.

WESTERN ILLINOIS UNIVERSITY: WKKS-FM, 1-Macomb, Ill. 61455, 2-309-899-2473, 3-Midwest, 4-FM, 5.7kw ERP, 91.3mhz, Non-comm., 5-On air 7 days, 77 hrs. per week, 6-NAB, 9-Estab: May 1956, Staff: 21, 10-Format: Educational, 11-School enrollment: 10,000, Po. Aud: 50,000, 13-Dept. Head: Dr. Don L. Crawford, 14-FA: E.C. Haddock, 15-Personnel: GM E.C. Haddock, PD Joe Tenerelli, CE Charles Gill, ND Bill Moehle.

WHEATON COLLEGE: WETN-FM, 1-Wheaton College, Wheaton, Ill. 60187, 2-312-682-5074, 4-FM, 10w, 88.1mhz, Non-comm., 5-On air 7 days, 72+ hrs. per week, 6-NAEB, 7-NER, 9-Estab: Feb., 1947, Staff: 70, 10-Format: Information, Music (light pop, class, sacred), 11-School enrollment: 1800, Po. Aud: 250,000, 15-Personnel: GM Stuart P. Johnson (F), Asst. Mgr. James Bever, PD Carol Richert, BM Susan DeWolfe, CE Gordon Fish (Tech. Dir.).

INDIANA

BALL STATE UNIVERSITY: WBST-FM, 1-Center for Radio & Television, Muncie, Ind. 47306, 2-317-285-1833, 3-NA, 4-FM, 10w, 90.7mhz, Non-comm., 5-On air 7 days, 84 hrs. per week, 6-NAB, NAEB, 9-Estab: 1960, Staff: 12, 10-Format: Classical, University sports, News, 11-School enrollment: 16,500, Po. Aud: 130,000, 13-Dept. Head: Dr. W.H. Tomlinson, 15-Personnel: GM Dr. W.H. Tomlinson (F), CE Garvin Phillips, ND Michael K. Rogers (F), Asst. Sta. Mgr. M. John Eiden.

BLACKFORD COUNTY HIGH SCHOOL: WHCI-FM, 1-RR No. 2, Hartford City, Indiana 47348, 2-317-348-4301, 4-FM, 10w, 91.9mhz, Non-comm., 5-On air 5 days, 40 hrs. per week, 9-Estab: Dec., 1954, Staff: 30, 10-Format: Middle of the Road, Classical, 11-School enrollment: 1200, Po. Aud: 9000, 13-Dept. Head: James Robbins, 14-FA: James Robbins, 15-Personnel: GM James Robbins (F), PD Bill Lents, CE Anthony LaRae (F), ND Ric Hudson, Sports Dave Rody, Pub. Rel. Jerry Mattingly, PSA & Tape Dir. Ric Sluder, Continuity Edt. Bev Ruble, Bruce Wise, Music Librarian Tom Sutton, Mike Clayton.

BUTLER UNIVERSITY: WAJC-FM, 1-46 & Sunset, Indianapolis, Ind. 46207, 2-317-932-3451, 4-FM, 37,600w, 104.5mhz, Non-comm., 5-On air 7 days, 9-Estab: 1949, Staff: 2 full-time, 3 part-time, 10-Format: Music, Talk, 11-School enrollment: 3000, Po. Aud: 850,000, 13-Dept. Head: James R. Phillippe, 14-FA: James R. Phillippe, 15-Personnel: GM James R. Phillippe, PD Thomas Elrod, CE William Hazen.

DEPAUW UNIVERSITY: WGRC, 1-Union Bldg., Greencastle, Ind. 46135, 3-Great Lakes, 6-IBS.

EARLHAM COLLEGE: WECI-FM, 1-Box 1239, Richmond, Ind. 47374, 2-317-966-5591, 4-FM, 10w, 91.5mhz, Non-comm., 5-On air 7 days, 8½ hrs. per week, 6-NAEB, 8-Robert Hirsch, 9-Staff: 22, 10-Format: Classical, Information, Public Affairs, 11-School enrollment: 1100, Po. Aud: 50,000, 14-FA: John W. Schuerman, 15-Personnel: GM Robert Hirsch, PD Peter Laqueur, BM Jerome Seltzer, CE John W. Schuerman, ND John Gummel, Pub. Dir. Lucia Billman.

FRANKLIN COLLEGE: WFCI, 1-Franklin, Ind. 46131, 3-Great Lakes, 6-IBS.

GOSHEN COLLEGE: WGCS, 1-Goshen, Ind. 46526, 3-Great Lakes, 6-IBS.

INDIANA CENTRAL COLLEGE: WICR, 1-4001 Otterbein, Indianapolis, Ind. 46227, 2-317-787-4628, 3-Great Lakes, 4-FM, 10w, 88.7mc, Non-comm., 6-IBS.

INDIANA INSTITUTE OF TECHNOLOGY: WITB, 1-1600 E. Washington Blvd., Fort Wayne, Ind. 46803, 3-Midwest, 4-WW, 550khz, Comm., 5-On air 7 days, 70 hrs. per week, 6-IBS, 9-Estab: 1963, Staff: 30, 10-Format: Top 40, 11-School enrollment: 1100, Po. Aud: 10,000, 12-1 min. rate \$1.25, 14-FA: Mr. Cox, 15-Personnel: GM Mike Ihnat, SM Thomas Hessen, PD Richard McCarthy, BM Thomas Hessen, CE Dennis Senenich.

INDIANA UNIVERSITY: WISU, 1-617 E. Eighth, Bloomington, Ind. 47401, 2-812-377-9487, 3-Great Lakes, 4-CC, 620kc, Comm., 6-IBS.

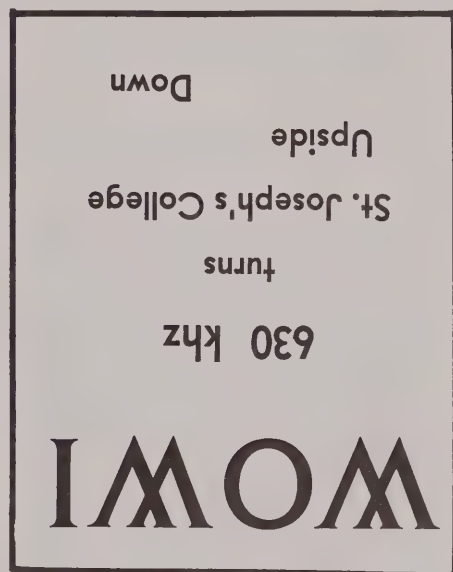
MANCHESTER COLLEGE: WBKE, 1-Box 88, North Manchester, Ind. 46962, 2-219-982-2141, 3-Great Lakes, 4-FM, 3,000w, 89.5mc, Non-comm., CC, 630kc, Comm., 6-IBS.

PURDUE UNIVERSITY: WBAA, 1-Purdue University, Lafayette, Ind. 47907, 2-317-749-2385, 4-AM, 5000-D, 1000-N,

920khz, Non-comm., 5-On air 6 days, 90 hrs. per week, 6-NAEB, IBA, 7-NER, 9-Estab: April 1922, Staff: 17+, 10-Format: Educational, Cultural, MOR, 11-School enrollment: 28,000, Po. Aud: 3,750,000, 13-Dept. Head: Marvin Diskin, 15-Personnel: GM John DeCamp, PD David Bunte, CE Ralph Townsley, ND Roger Priest.

PURDUE: WCCR, 1-Box M, Cary Quadrangle, West Lafayette, Ind. 47906, 2-317-749-2070, 4-WW 650kc, Non-comm., 5-On air 7 days, 168 hrs. per week, 7-Mutual Broadcasting, 9-Estab: March, 1952, Staff: 100, 10-Format: 650 Rock, 600 Easy listening, 11-School enrollment: 25,000, Po. Aud: 10,000, 14-FA: Mr. James S. Miles, 15-Personnel: Pres. David McMullen, PD Douglas Gootee, CE Donald Fulk, ND Phillip Iliff, Tre. John Bassett, Record Library Mgr. David Leverenze, Oper. Dir. Boston Hoffman.

ST. JOSEPH COLLEGE: WOWI, 1-Rensselaer, Ind. 47978, 3-Great Lakes, 6-IBS.



TAYLOR UNIVERSITY: WTUC, 1-Upland, Ind. 46989, 3-Great Lakes, 6-IBS.

VALPARAISO TECHNICAL INSTITUTE: WVTI, 1-Valparaiso, Ind. 46383, 3-Great Lakes, 6-IBS.

VALPARAISO UNIVERSITY: WVUR, 1-Box 246, Valparaiso University, Valparaiso, Ind. 46383, 2-219-462-1636, 3-Midwest, 4-600kc-CC, 89.5mc-FM-10w, Comm.-AM, Non-comm.-FM, 5-On air 7 days, 70 hrs. per week, 6-IBS, NAEB, 9-Estab: September 1959, Staff: 60, 10-Format: Lt. Rock Basis, MOR, Jazz, Soul, Regular shows, 11-School enrollment: 5000, Po. Aud: 20,000, 12-1 min. rate \$2 on AM, 13-Dept. Head: Prof. A. Looman, 14-FA: Prof. D. Truemper, 15-Personnel: GM Charlie Browne, SM Charlie Browne, PD Bill Kuelbs, BM Ron Hilton, CE Claude Russell, ND William Hess, Prom. Don Taufferner, Sports, Rick Mueller, Tech Dave Grout.

WABASH COLLEGE: WNDY-FM, 1-301 W. Wabash, Crawfordsville, Indiana 47933, 2-317-362-6664, 4-FM, 1000w, 106.3mhz, Comm., 5-On air 7 days, 75 hrs. per week, 9-Estab: 1963, Staff: 40, 10-Format: All music, ranging from rock to classical, 11-School enrollment: 850, Po. Aud: 60,000, 12-1 min. rate \$1.60, 15-Personnel: GM Orlo G. Shoop, SM Steve Fritch, PD Bill Davnie, CE Don Reed, Oper. Mgr. Ken Haverstick.

WVUR 89.5 FM

The
Only Rock Programming
in Porter County!

FM serving
20,000 townspeople
5,000 students
AM (600 k.c.)
in ALL dorms \$2 / minute spot

IOWA

CENTRAL COLLEGE: KCUI, 1-Pella, Iowa 50219, 2-515-628-4151, ext. 235, 3-Midwest, 4-FM, 89.1mhz, Non-comm., 5-On air 7 days, 42 hrs. per week, 6-IBS, 9-Estab: 1961, Staff: 40, 10-Format: Middle of the Road, Easy listening, 11-School enrollment: 1200, Po. Aud: 7000, 12-1 min. rate \$1.25 on CC, 13-Dept. Head: Stephen Hofer, 14-FA: Stephen Hofer, 15-Personnel: GM Jay Hine, PD Bruce Fischer, CE Jim Mooreman, ND Bob Andersen, Prom. Mgr. Bob Claassen, Prod. Mgr. Dave Schenck.

COE COLLEGE: KCOE, 1-1220 First Ave., Cedar Rapids, Iowa 52402, 2-319-364-1511, 3-Midwest, 4-FM, 10w, 90.5mhz, Non-comm., 5-On air 7 days, 68 hrs. per week, 6-IBS, 9-Estab: October, 1968, Staff: 6, 11-School enrollment: 1250, Po. Aud: 125,000, 14-FA: Dr. Paul Smith, 15-Personnel: GM Kenneth B. Bunce, PD Bob Porreitti, CE Mark Leonard, Pub. Rel. John Richardson.

CORNELL COLLEGE: KRNL, 1-Mt. Vernon, Iowa 52314, 3-Midwest, 4-FM, 6-IBS.

GRINNELL COLLEGE: KDIC, 1-Grinnell, Iowa 50112, 3-Midwest, 6-IBS.

IOWA STATE UNIVERSITY: KIFC, 1-ISU, Ames, Iowa 50010, 3-Midwest, 6-IBS.

IOWA WESLEYAN COLLEGE: 1-Mt. Pleasant, Iowa 52641, 3-Midwest, 6-IBS.

LORAS COLLEGE: KLOR, 1-Box 761, Dubuque, Iowa 52001, 2-319-588-7116, 4-WW, 630khz, Comm., 5-On air 7 days, 168 hrs. per week, 6-Tri-Campus Radio Network-TCRN, 7-TCRN, 9-Estab: March, 1964, Staff: 40, 10-Format: Hard Rock, Deep Soul, Jazz, Underground, 11-School enrollment: 1600, Po. Aud: 2500, 12-1 min. rate \$2.00, 13-Dept. Head: Tim Burke, 15-Personnel: Pres. Bob Beno, Sta. Mgr. Tim Burke, SM Buzz Bisanz, PD R. Emmett Nolan, BM Gene Heitz, CE John Broucer, ND Doug Kline, Sports Dir. Kevin Shelock, Mus. Dir. Terry Helbing.

LUTHER COLLEGE: KWLC, 1-Luther College, Decorah, Iowa 52101, 2-319-382-3621, ext. 227, 4-AM, 1000w, 1240khz, Non-comm., 5-On air 7 days, 45 hrs. per week, 9-Estab: Dec. 18, 1926, Staff: 30, 10-Format: Educational, 11-School enroll-

ment: 2,000, Po. Aud: 175,000, 14-FA: Roland Dain, 15-Personnel: GM Robert L. Nus, PD Robert L. Nus, GE Bruce Larson, ND Steve Sorenson, Head Record Librarian Ted Lampe.

MIDWESTERN COLLEGE: KMC, 1-Denison, Iowa 51442, 3-Midwest, 6-IBS.

UNIVERSITY OF DUBUQUE: WGVU, 1-Dubuque, Iowa 52001, 2-319-588-1219, 3-Midwest, 4-WW, 790kc, Comm., 5-On air 7 days, 56 hrs. per week, 9-Staff: 15, 10-Format: Educational, Fine Arts, Pops, Sports, 11-School enrollment: 850, Po. Aud: 850, 12-1 min. rate \$1, 13-Dept. Head: David J. Reese, 14-FA: David J. Reese, 15-Personnel: GM Dave Frump, CE Phil Gray.

UNIVERSITY OF IOWA: KWAD, 1-Iowa City, Iowa 52241, 3-Midwest, 6-IBS.

UNIVERSITY OF NORTHERN IOWA: KTCF-FM, 1-University of Northern Iowa, Cedar Falls, Iowa 50613, 2-319-266-1721, ext. 7272, 4-FM, 10w, 88.1mc, Non-comm., 5-On air 6 days, 23 hrs. per week, 9-Estab: September 15, 1960, Staff: 8, 10-Format: Classical music & Educational features, 11-School enrollment: 9000, Po. Aud: 100,000, 13-Dept. Head: Herbert V. Hake, 14-FA: Herbert V. Hake, 15-Personnel: GM Herbert V. Hake (F), PD Carl R. Jenkins, BM Philip C. Jennings (F), CE Paul W. Johnson, ND Carl R. Jenkins.

WARTBURG COLLEGE: KWAR-FM, 1-Wartburg College, Waverly, Iowa 50677, 2-319-352-1200, 3-Midwest, 4-FM, 10w, 89.1mhz, Non-comm., 5-On air 7 days, 120 hrs. per week, 6-IBS, 9-Estab: 1951, Staff: 30, 10-Format: MOR, Jazz, Classical, Rock, 11-School enrollment: 1400, Po. Aud: 20,000, 13-Dept. Head: Dr. C. Wetmore, 14-FA: Dr. C. Wetmore, 15-Personnel: GM Steve DeBerg, PD Randy Hoth, CE Bob Mantei, ND Gary Hudik.

WILLIAM PENN COLLEGE: WPCS, 1-Oskaloosa, Iowa 52577, 3-Midwest, 6-IBS.

KANSAS

BAKER UNIVERSITY: KNBU, 1-Baldwin City, Ka. 66006, 3-Midwest, 6-IBS.

FORT HAYS KANSAS STATE COLLEGE: KFHS, 1-Hays, Kansas 67601, 2-913-625-5611, ext. 373, 3-Midwest, 4-WW, 650kc, Non-comm., 5-On air 5 days, 35 hrs. per week, 6-APBE & NAEB, 9-Estab: 1961, Staff: 10-15, 10-Format: Middle of the Road & Top 40, 11-School enrollment: 5400, Po. Aud: 1300, 13-Dept. Head: Jack R. Heather, 14-FA: Jack R. Heather.

KANSAS STATE UNIVERSITY: KSDB-FM, 1-114 N. Fourth Street, Manhattan, Kansas 66502, 2-913-64461, 4-FM, 10w, 88.1mhz, Non-comm., 5-On air 6 days, 50 hrs. per week, 9-Estab: 1952, Staff: 15, 10-Format: MOR, 11-School enrollment: 15,000, Po. Aud: 20,000, 13-Dept. Head: D.I. Leaning, 14-FA: Ken Mrozinski, 15-Personnel: CE David W. Hill.

KENTUCKY

EASTERN KENTUCKY UNIVERSITY: WEKU-FM, 1-Lancaster Avenue, Richmond, Kentucky 40475, 2-606-622-2474, 3-Great Lakes, 4-FM, 50kw ERP, 88.9mhz, Non-comm., 5-On air 7 days, 70 hrs. per week, 7-NAEB, IBS, KBA, 9-Estab: Oct. 7, 1968, Staff: 19, 10-Format: MOR, Classical (35%), Talk, News (35%), 11-School enrollment: 10,200, Po. Aud: 500,000, 13-Dept. Head: James S. Harris, Dir. of Instr. Ser., 15-Personnel: GM John T. Sullivan, PD James J. Ridings, CE Gene Robbins, ND Bill Furnish, Mus. Sup. Loy Lee.

GEORGETOWN COLLEGE: WRVG-FM, 1-College P.O. Box 79, Georgetown, Kentucky 40324, 2-502-863-7221, or 7222, 3-Great

Lakes, 4-FM, 10w, 90.1mc, Non-comm., 5-On air 6 days, 50 hrs. per week, 6-KBA, NAEB, IBS, 7-Mutual, 9-Estab: Dec. 1963, Staff: 25-30, 10-Format: Rock and MOR, Sports, 11-School enrollment: 1800, Po. Aud: 50,000, 13-Dept. Head: Patrick R. Leigh, 14-FA: Patrick R. Leigh, 15-Personnel: GM Patrick R. Leigh (F), PD Ray Kirkland, BM Carroll Stevens, CE Patrick R. Leigh, ND Steve York, Womens Prog. Dir. Karen Kimmel.

MOREHEAD STATE UNIVERSITY: WMKY-FM, 1-Box 911, UPO, Morehead, Kentucky 40351, 2-606-784-4170, 3-Great Lakes, 4-FM, 10w, 91.1mhz, Non-comm., 5-On air 7 days, 87 1/2 hrs. per week, 6-NAEB, NERN, IBS, 7-TRAFCO METROPOLITAN, 9-Estab: June, 1965, Staff: 47, 10-Format: Traditional, 11-School enrollment: 6500, Po. Aud: 12,000, 13-Dept. Head: Dr. Morris Norfleet, 14-FA: Don Holloway, 15-Personnel: GM Don Holloway (F), PD James Uszler (F), BM Don Holloway (F), CE Len Watson (F), ND Cameron Keyser, Sports Sup. Larry Netherton (F), Sports Dir. Tom Sollars, Music Dir. Steve Black.

UNIVERSITY OF KENTUCKY: WBKY-FM, 1-McVey Hall, Lexington, Kentucky 40506, 2-606-254-5621, 4-FM, 3kw, 91.3mhz, Non-comm., 5-On air 7 days, 95 hrs. per week, 7-NER, 9-Estab: 1944, Staff: 4, 10-Format: 60% Music, 40% Talk, Music, 80% Classical, 11-School enrollment: 15,000, Po. Aud: 20,000, 15-Personnel: GM Don Wheeler.

LOUISIANA

GRAMBLING COLLEGE: KGRM, 1-Grambling, La. 71245, 3-Southwestern, 6-IBS.

LOUISIANA TECH: WLPI, 1-P.O. Box 5358, Ruston, La. 71270, 2-318-257-4485, 3-Southwest, 4-WW, 770khz, Non-comm., 5-On air 6 days, 78 hrs. per week, 7-American Information Radio Network, 9-Estab: October, 1967, Staff: 30, 10-Format: Rock, 11-School enrollment: 7200, Po. Aud: 4500, 13-Dept. Head: Mr. E.G. Luck, 14-FA: Mr. E.G. Luck, 15-Personnel: GM Desmond Sprawls, PD Louis B. Coco, CE Louis D. Miceli, ND Anita Freeland, Mus. Dir. Larry Mills.

LOYOLA UNIVERSITY: WLDC, 1-6363 St. Charles Ave., New Orleans, La. 70118, 2-504-866-5471, ext. 474, 3-South Central, 4-WW, 640khz, Comm., 5-On air 7 days, 168 hrs. per week, 7-ABC Contemporary, 8-Fredrick U. Smith, 9-Estab: May 9, 1966, Staff: 40, 10-Format: Contemporary programming, 11-School enrollment: 4500, Po. Aud: 2000, 12-1 min. rate \$.50, 13-Dept. Head: Allan T. Jacobs, 15-Personnel: GM Larry Zani, SM George Marzloff, PM Tom Strave, BM Ted Stacey, CE Sel Warren III, Sports Dir. Steve Ross, Music Dir. John Volpe, Continuity Cathy Jacob.

TULANE UNIVERSITY: WTUL, 1-New Orleans, La. 70118, 3-Southwestern, 6-IBS.

UNIVERSITY OF SOUTHWESTERN LOUISIANA: KRVS, 1-Lafayette, La. 70506, 3-Southwestern, 6-IBS.

MAINE

BATES COLLEGE: WRJR, 1-Box 339, Lewiston, Maine 04240, 2-207-784-9340, 3-New England, 4-FM, 10w, 91.5mc, Non-comm., 6-IBS.

BOWDOIN COLLEGE: WBOR-FM, 1-Bowdoin College, Brunswick, Maine 04011, 2-207-725-8731, ext. 210, 3-New England, 4-FM, 10w, 91.1mhz, Non-comm., 5-On air 7 days, 123 hrs. per week, 9-Estab: 1958, Staff: 60, 10-Format: Primarily Progressive Rock, 11-School enrollment: 950, Po. Aud: 75,000+, 14-FA: Prof. Edward J. Geary, 15-Personnel: GM J. Dale Mitchell, BM Michael W. Bushey, CE Russell G. Harknett, ND Wayne R. Strassbaugh, Mus. Dir. Matthew E. Clennott.

COLBY COLLEGE: WMHB, 1—Roberts Union, Waterville, Maine 04901, 3—New England, 4—CC, 610kc, Comm., 6—IBS.

SAINT FRANCIS COLLEGE: WWAS, 1—St. Francis College Station, Biddeford, Maine 04005, 2—207-282-1515 or 282-1519, 3—New England, 4—WW, 600kc, Comm., 5—On air 7 days, 77 hrs. per week, 6—IBS, 8—Campus Media, Inc., 9—Etab: February 1966, Staff: 35, 10—Format: Top 40, 11—School enrollment: 750, Po. Aud: 1000, 12—1 min. rate \$2.00, 14—FA: William A. Sutton, 15—Personnel: GM James L. Corrigan, PD Marc M. Griggs, Sec-Comp. Michael Y. Belanger, ND William T. Dixon.

MARYLAND

UNITED STATES NAVAL ACADEMY: WRNV, 1—U.S. Naval Academy, Annapolis, Maryland 21412, 2—301-268-7711, 3—Capitol, 4—CC, 640khz, Non-comm., 5—On air 7 days, 126 hrs. per week, 9—Etab: 1950, Staff: 40, 10—Format: Rock, 11—School enrollment: 4000, Po. Aud: 4000, 13—Dept. Head: W.J. Mackensen, 14—FA: Lt. Retz, 15—Personnel: GM W.J. Mackensen (F), PD Bruce Harrison, BM D.D. McConnell, CE A.B. Schaffter, ND W.J. Mackensen.

UNIVERSITY OF MARYLAND: WMUC, 1—Box 99, College Park, Md. 20742, 2—301-454-2744, 3—Capitol, 4—AM, 650kc, Comm., 6—IBS.

MASSACHUSETTS

AMERICAN INTERNATIONAL COLLEGE: WAIC-FM, 1—Wilbraham Road, Springfield, Mass. 01109, 2—413-737-5332, ext. 232, 3—New England, 4—FM, 10w, 91.9mhz, Non-comm. (also closed circuit facilities), 5—On air 7 days, 118 hrs. per week, 7—Mutual, 9—Etab: 1965, Staff: 30, 10—Format: Popular Rock, Progressive, Jazz, 11—School enrollment: 1800, Po. Aud: 70,000, 12—1 min. rate \$1 (closed circuit only), 14—FA: James Boyle, 15—Personnel: GM Peter Hammond, SM Steven Richton, PD William Anthes, BM John Mannix, CE James Motyl, ND Robert Stowers.

BABSON INSTITUTE: WRWB, 1—Babson Park, Mass. 02157, 2—New England, 6—IBS.

BOSTON COLLEGE: WVBC, 1—Chestnut Hill, Mass. 02167, 3—New England, 6—IBS.

BOSTON UNIVERSITY: WBUR, 1—630 Commonwealth Ave., Boston, Mass. 02215, 2—617-353-2790, 3—New England, 4—FM: 20,000w, 90.9mc, Non-comm., 6—IBS.

BOSTON UNIVERSITY: WTBU, 1—Boston, Mass. 02138, 3—New England, 4—AM, 6—IBS.

CLARK UNIVERSITY: WCUW, 1—Worcester, Mass. 01610, 3—New England, 6—IBS.

COLLEGE OF THE HOLY CROSS: WCHC & WCRN-FM, 1—P.O. Box 35A, Worcester, Mass. 01610, 2—617-793-2475, 3—New England, 4—AM-CC, FM-3000, AM-640khz, FM-90.5mhz, AM-Comm., FM-Non-comm., 5—On the air AM-7, FM-7 days, AM-120, FM-61 hrs. per week, 6—NAB, 7—CBS, 9—Etab: Dec. 3, 1948, Staff: 95, 10—Format: AM-Top 40, FM-Educational, 11—School enrollment: 2100, Po. Aud: AM-1800, FM-¼ million, 12—1 min. rate \$3, 14—FA: Fr. George Nolan, S.J., 15—Personnel: GM Frank R. Meyer, SM William Brindamour, Ass't. Sta. Mgr. Richard H. Barry, BM Kenneth Baldyga, CE Joseph F. Ferrara, ND Jerry Minihan, Exec. Ass't. Patrick Murray.

EMERSON COLLEGE: WECB, 1—130 Beacon St., Boston, Mass. 02116, 2—617-262-5739, 4—WW, 640khz, Comm., 5—On air 7 days, 133 hrs. per week, 9—Etab: 1958, Staff: 60+, 10—Format: R & B, Prog. Rock, 11—School enrollment: 1300, Po. Aud: 9,000-10,000, 12—1 min. rate \$1.85, 13—Dept. Head: C.E. Phillips, 14—FA: C.E. Phillips, 15—Personnel: GM Barry Korkin.

HARVARD COLLEGE: WHRB-FM, 1—45 Quincy St., Cambridge, Mass. 02138, 2—617-864-9550, 3—Northeastern, 4—FM, 3000w, 95.3mhz, Comm., 5—On air 7 days, 110 hrs. per week, 6—IBS, 7—Ivy Network, 8—Rep-Frederick W. Smith, 9—Etab: 1957, Staff: 45, 10—Format: Classical music, Jazz, Folk, Rock, News, 11—School enrollment: 14,000, Po. Aud: 3 million, 12—1 min. rate \$8.00 (5 a.m.-1 a.m., Mon.-Fri.), \$6.00 (All other times), 14—FA: Prof. Richard Rosenbloom, Prof. Alan Heimert, 15—Personnel: Pres. Kenneth P. Bechis, SM Paul Perkovic, BM Inglis S. Law, CE Steven Willner, ND John P. Berry, Statn. Mgr. Paul Perkovic.

LOWELL TECHNOLOGICAL INSTITUTE: WLTI, WLTI-FM, 1—Alumni Library, Lowell, Mass. 01854, 2—617-452-4926, 3—Northeast, 4—CC & FM, 10w, 640khz-AM, 91.5mhz-FM, Non-comm., 5—On air 6 days, 18 hrs. per week, 9—Etab: 1952, Staff: 80, 10—Format: Specials plus General (Individual) Programming, mixed with Information Shorts, 11—School enrollment: 2600, Po. Aud: 50,000, 14—FA: Mr. Joseph V. Kopyeinski, 15—Personnel: GM James Prestileo, PD John Marshall, BM Glenn Tegtmeier, CE Richard Lynch, ND Kenneth Rakip.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY: WTBS, 1—3 Ames St., Cambridge, Mass. 02142, 2—617-868-9827, 4—CC & FM, 10w, 88.1mhz-FM, 640khz-AM, Non-comm.-FM, Comm.-AM, 5—On air 7 days, 120 hrs. per week, 8—IVY, 9—Etab: November, 1947, Staff: 100, 10—Format: Classical, Jazz, Rock, Folk, Country, News & Special Programs, 11—School enrollment: 7000, Po. Aud: AM-2500, FM-3,000,000, 12—1 min. rate \$2.00, 15—Personnel: GM R. Brough Turner, PD R.C. Jones, BM Marc A. Gordon, CE Kenneth T. Pogran, ND Joel Davis.

MASSASOIT COMMUNITY COLLEGE: WRSH, 1—North Abington, Mass. 02351, 3—New England, 6—IBS.

MERRIMACK COLLEGE: WVMM, 1—Turnpike Rd., No. Andover, Mass. 01845, 3—New England, 4—850kc, Non-comm., 6—IBS.

MOUNT HERMAN SCHOOL: WMHS, 1—Box 1000, Mount Hermon, Mass. 01345, 3—New England, 4—CC, 1000kc, 6—IBS.

MOUNT HOLYOKE COLLEGE: WMHC, 1—South Hadley, Mass. 01075, 3—New England, 4—FM, 10w, 90.7mc, Non-comm., 6—IBS.

NICHOLS COLLEGE: WNRC, 1—Dudley, Mass. 01572, 3—New England, 6—IBS.

NORTHEASTERN UNIVERSITY: WNEU, 1—Boston, Mass. 02108, 3—New England, 6—IBS.

SPRINGFIELD COLLEGE: WSCB, 1—263 Alden St., Springfield, Mass. 01109, 3—New England, 4—CC, 600kc, Comm.; FM, 10w, 89.9mc, Non-comm., 6—IBS.

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE: WTCC, 1—Springfield, Mass. 01105, 3—New England, 6—IBS.

STONEHILL COLLEGE: WSTO, 1—North Easton, Mass. 02356, 3—New England, 4—CC, 640kc, Non-comm., 6—IBS.

UNIVERSITY OF MASSACHUSETTS: WMUA, 1—Engineering Bldg., Amherst, Mass. 01002, 2—413-545-2425, 3—New England, 4—FM, 10w, 91.1mc, Non-comm., 6—IBS.

MICHIGAN

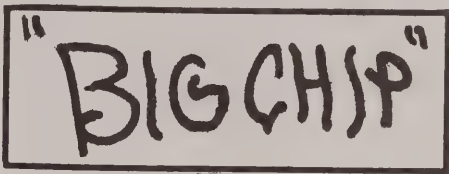
ADRIAN COLLEGE: WVAC, 1—110 S. Madison, Adrian, Mich. 49221, 3—Great Lakes, 4—FM, 10w, 88.1mc, Non-comm., 6—IBS.

ANDREWS UNIVERSITY: WAUR, 1—Nether Hall, Berrien Springs, Mich. 49104, 2—616-471-1011, 3—Great Lakes, 4—WW, 640khz, Non-comm., 5—On air 7 days, 75 hrs. per week, 6—IBS, 7—Re-Broadcast Mutual,

9—Etab: January, 1967, Staff: 30, 10—Format: MOR, Information, Religious, 11—School enrollment: 2200, Po. Aud: 1400, 13—Dept. Head: Mike H. Mottler, 14—FA: Mike H. Mottler, 15—Personnel: GM Carston Thomsen, CE Ernie Hubbard.

CALVIN COLLEGE AND SEMINARY: WCAL, 1—Vander Werp Hall, Knollcrest Campus, Grand Rapids, Mich. 49506, 3—Great Lakes, 4—CC, 640kc, 6—IBS.

CENTRAL MICHIGAN UNIVERSITY: WCHP, 1—Box 502, Warriner Hall, Mt. Pleasant, Mich. 48858, 2—517-774-3502, 4—WW, 650khz, Comm., 5—On air 7 days, 168 hrs. per week, 7—CBS, 9—Etab: April, 1968, Staff: 58, 10—Format: 30% MOR, 60% Top 40, 10% other, 11—School enrollment: 13,000, Po. Aud: 11,000, 12—1 min. rate \$2.75, 13—Dept. Head: Alan Labouitz, 14—FA: Russel Herron, 15—Personnel: GM John Herzler, PD Bill Evans, BM Joe Barberi, CE Peter Fronczak, ND Dan Bedenarz, TD Jim Clayton, Prod. Dir. Jim Treston.



FERRIS COLLEGE: WFRS, 1—Box 225, Big Rapids, Mich. 49307, 3—Great Lakes, 4—CC, 560kc, Comm., 6—IBS.

FLINT COMMUNITY JUNIOR COLLEGE: WFJC, 1—Flint, Mich. 48503, 3—Great Lakes, 6—IBS.

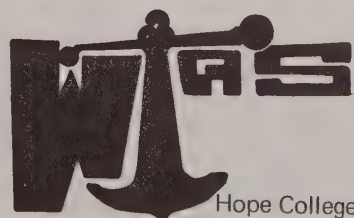
HOPE COLLEGE: WTAS, 1—140 E. 12th St., Holland, Mich. 49423, 2—396-5111, ext. 2207, 4—CC, 610khz, Comm., 5—On air 7 days, 80 hrs. per week, 7—Mutual, 9—Etab: 1958, Staff: 40, 10—Format: Top 40, Progressive Rock, 11—School enrollment: 2000, Po. Aud: 2000, 12—1 min. rate \$2.50, 13—Dept. Head: Mr. Mickle, 14—FA: Mr. Frank Sherburne, 15—Personnel: GM Lee DeYoung, SM Jack Hendrix, PD Brad Green, BM Herb Keeler, CE Dick McKinley, ND Hal Dana, Pub. Rel. Chris Krays, Per. George Leppla, Mus. Dir. Doug Levine.

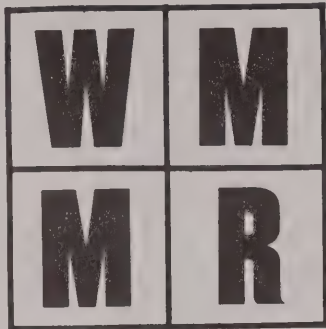


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KALAMAZOO COLLEGE: WJMD, 1-Kalamazoo College, Kalamazoo, Mich. 49001, 2-616-343-1551, ext. 242, 4-CC, 630kHz, Non-comm., 5-On air 7 days, 168 hrs. per week, 9-Estab: 1946, Staff: 50, 10-Format: Progressive Rock, Folk, Jazz, 11-School enrollment: 1200, Po. Aud: 1200, 15-Personnel: GM Dave Corp, PD Gil Hartley, Neil Pierson, BM Neil Pierson, CE Bill Nevil, John Magerlein, ND Kit Baum, Barbara Smith, Music Dir. Frank Quinn, Computer Op. Kit Baum.

LEE LANAU SCHOOL: WELL, 1-Glen Arbor, Mich. 49636, 3-Great Lakes, 6-IBS.

MACOMB COUNTY COMMUNITY COLLEGE: WMJB, 1-Warren, Mich. 48093, 3-Great Lakes, 6-IBS.

MARYGROVE COLLEGE: WMGR, 1-8425 W. McNichols, Detroit, Mich. 48221, 2-313-862-8000, 3-Great Lakes, 4-WW, 620kc, Comm., 5-On air 5 days, 50 hrs. per week, 9-Estab: 1964, Staff: 10, 10-Format: Mixed, 11-School enrollment: 1000, Po. Aud: 600, 12-On Request, 13-Dept. Head: Wm. Henning, 14-FA: Wm. Henning, 15-Personnel: Not available at printing deadline.

MICHIGAN STATE UNIVERSITY: WBSR, 1-117 Brody Hall, E. Lansing, Mich. 48823, 2-517-355-6552, 3-Great Lakes, 4-WW, 820kHz, Non-comm., 5-On air 7 days, 168 hrs. per week, 6-IBS, 7-ABC & MSN (Michigan State Network), 9-Estab: 1956, Staff: 50, 10-Format: Mostly rock, but featuring many other types of music, 11-School enrollment: 40,000, Po. Aud: 3,000, 13-Dept. Head: Leo Martin, 15-Personnel: GM Don Scott, PD Mike Skolnik, CE James Daggy.

MICHIGAN STATE UNIVERSITY: WMSN, 1-Room 8, Student Services, East Lansing, Mich. 48823, 2-517-353-4414, 3-Great Lakes, 4-CC, 640kHz, Non-comm., 5-On air 7 days, 168 hrs. per week, 6-IBS, 7-ABC, 9-Estab: 1967, Staff: 100, 10-Format: Rock, Underground, Jazz, Folk, 11-School enrollment: 40,000, Po. Aud: 20,000, 13-Dept. Head: Leo Martin, 15-Personnel: GM Marc Conlin, PD David Altmeyer, BM Dick Balgenorth, CE James Taylor, ND William Long, Jr., Music Dir. Steve Reynolds, Promotion Morgan Moore.

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NORTHERN MICHIGAN UNIVERSITY: WNMR-FM, 1-Learning Resources Center, Marquette, Michigan 49855, 2-906-227-3900, 4-FM, 250w, 90.1mhz, Non-comm., 5-On air 6 days, 60 hrs. per week, 6-NAEB, NER, 7-NER, 9-Estab: August 16, 1963, Staff: 14, 10-Format: Middle of the Road & Classical, 11-School enrollment: 7500, Po. Aud: 2,500, 13-Dept. Head: Dr. James Rapport, 15-Personnel: GM Bruce S. Turner, PD Bruce S. Turner, CE Daniel C. Smith.

NORTHWOOD INSTITUTE: WJRN, 1-Cook Road, Midland, Mich. 48641, 2-517-631-1600, 4-CC, 640kHz, Comm., 5-On air 5 days, 40 hrs. per week, 6-NAB, 8-Frederick W. Smith, 9-Estab: September 1964, Staff: 15, 10-Format: MOR with variations, 11-School enrollment: 1050, Po. Aud: 700, 12-1 min. rate \$1.50, 13-Dept. Head: Dwight W. Stevens, 14-Dwight W. Stevens, 15-Personnel: SM Jim Lamson, PD Dale Pegg, CE Dale Pegg, ND Gary Kiley.

OLIVET COLLEGE: WBSD, 1-Box 180, Olivet, Mich. 49076, 3-Great Lakes, 6-IBS.

UNIVERSITY OF DETROIT: WVOD, 1-16230 Petosky Ave., Detroit, Mich. 48221, 3-Great Lakes, 4-CC, 1170kc, Comm., 6-IBS.

UNIVERSITY OF MICHIGAN: WCBN, 1-530 Student Activities Building, Ann Arbor, Michigan 48104, 2-313-761-3501, 3-Great Lakes, 4-CC, 650kHz, Comm., 5-On air 7 days, 168 hrs. per week, 8-Campus Media, 9-Estab: September 1948, Staff: 100, 10-Format: Top 40, Folk, Underground, 11-School enrollment: 30,000, Po. Aud: 15,000, 12-1 min. rate \$4.40, 14-FA: William Barth, 15-Personnel: GM Louis Glazer, SM Dave Milberg, PD Dave Cook, BM Dave Milberg, CE Bob Watson, ND Bob Grimshaw.

WAYNE STATE UNIVERSITY: WAYN, 1-672 Putnam, Detroit, Michigan 48202, 2-313-577-4200, 3-Midwest, 4-CC, 860kHz, Non-comm., 5-On air: Varies, 6-IBS, 9-Staff: 30, 10-Format: Rock, 11-School enrollment: 34,000, Po. Aud: 5,000, 13-Dept. Head: Dr. James Tintera, 15-Personnel: GM Wayne Hindmarsh, PD Bob Greenwood, Sta. Mgr. Larry Levett, CE Larry Levett, Operations Mgr. Tony Russomanno, Special Prod. Mgr. Larry Berke, Promotions Dir. Janice Kay, ND Ed Mutter.

WESTERN MICHIGAN UNIVERSITY: WMUK-FM, 1-Maybee Music Bldg., Kalamazoo, Mich. 49001, 2-616-383-1921, 4-FM, 39kw, 102.1mhz, Non-comm., 5-On air 7 days, 59 hrs. per week, 6-NAB, NAEB, 7-NER, 9-Estab: 1951, Staff: 6 full-time, 2

part-time, 10-Format: Fine arts, Educational, 11-School enrollment: 20,000, 13-Dept. Head: Dr. Charles Woodliff, 15-Personnel: GM P.G. Bishop, PD G. Macleod, CE P.G. Bishop, ND G. Alexander.

MINNESOTA

BEMIDJI STATE: KBSB, KBSB-FM, 1-Birch Hall, Bemidji, Minn. 56601, 2-218-755-2059, 3-North Central, 4-CC & FM, 10w, 670kHz, 91.9mhz, Non-comm., 5-On air 5 days, 40 hrs. per week, 6-IBS, Minnesota Broadcasting Assn., 9-Estab: Fall, 1966, Staff: 20, 10-Format: Rock, E.L., Classical, Talk Shows, 11-School enrollment: 4,500, Po. Aud: 14,000, 14-FA: Kris Geisen, 15-Personnel: GM Jerry Skeim, PD Paul Lee, BM Phil Davis, CE Dennis Nygart, ND Gary Henrickson.

MACALESTER COLLEGE: KMAC, 1-1600 Grand Ave., St. Paul, Minn. 55101, 2-612-647-6312, 3-Midwest, 4-CC, 550kc, Comm., 5-On air 7 days, 168 hrs. per week, 6-Minnesota Assn. of Broadcasters, IBS, 7-NBC, 9-Estab: 1960, Staff: 70, 10-Format: Underground, Progressive Rock, 11-School enrollment: 2000, Po. Aud: 1600, 12-1 min. rate \$.90, 14-FA: Franz X. Westermier, 15-Personnel: GM Warren L. Roberts, SM Fraser Eales, PD Reid McLean, BM Warren L. Roberts, CE Dave Dreis, ND Dave Gump, Clara Saterlee, Music Dir. Rick McGahey, Traffic Mgr. Gregory Wilsey.

MANKATO STATE COLLEGE: KMSU-FM, 1-Mankato State College, Mankato, Minn. 56001, 2-507-389-2921, 3-Midwest, 4-FM, 10w, 90.5mhz, Non-comm., 5-On air 6 days, 90 hrs. per week, 6-NAEB & IBS, 9-Estab: Fall, 1962, Staff: 45-50, 10-Format: Music, news, public affairs and educational programs, 11-School enrollment: 12,000, Po. Aud: 50,000, 13-Dept. Head: Mr. Burton Meisel, 14-FA: Mr. Burton Meisel, 15-Personnel: GM Mr. Burton Meisel (F), PD Bob Johnson (F), CE Steve Wolfe (F), ND John Murphy, Music Librarian Sandra Liebeg.

MOORHEAD STATE COLLEGE: WMSC, 1-Box 474, McLean Hall, Moorhead, Minn. 56530, 3-North Central, 4-WW, 650kc, Comm., 6-IBS.

ST. JOHN'S UNIVERSITY: KSJU, 1-St. John's University, Collegeville, Minn. 56321, 2-612-363-7761, ext. 311, 3-North Central, 4-AM, Closed Circuit, 660kHz, Comm., 5-On air 7 days, 80 hrs. per week, 6-IBS, 8-Rep-Campus Media, Fred Smith, 9-Estab: 1954, Staff: 40, 10-Format: "Adult rock", Rock & Roll, R & B, Underground, 11-School enrollment: 2700, Po. Aud: 3000, 12-1 min. rate \$1.75, 14-FA: William H. Kling, 15-Personnel: GM Tom Welch, SM Cole Carley, PD Pat Rother, BM Cole Carley, CE Tom Sheehan, ND Mike Howlett.

SAINT MARYS COLLEGE: KSMC, 1-Winona, Minn. 55987, 3-North Central, 6-IBS.

SAINT OLAF COLLEGE: KSTO, 1-Northfield, Minn. 55057, 3-North Central, 4-CC, 590kc, 6-IBS.

UNIVERSITY OF MINNESOTA: WMMR, 1-329 Coffman Union, Minneapolis, Minn. 55455, 2-612-373-2500, 3-North Central, 4-WW, 730kHz, Comm., 5-On air 7 days, 100 hrs. per week, 6-IBS, Minnesota Broadcasters Assn., 7-NBC, 8-Campus Media, Inc., & Frederick Smith, 9-Estab: November, 1948, Staff: 60-70, 10-Format: Contemporary Rock with emphasis on college news and sports play-by-play, 11-School enrollment: 47,000, Po. Aud: 6,000, 12-1 min. rate, 8:00 p.m.-1:00 a.m., \$3.60; other times \$2.75, 13-Dept. Head: Dr. Kenneth Graham, 14-FA: Dr. Donald R. Browne, 15-Personnel: GM Jud McCarthy, SM Larry Davenport, PD Lyndan Farmer, BM Dave Gust, CE Al Windhorn, ND Kathe Kertz, Music Dir. Jay Segal, Sports Dir. Jack Stanton.

MISSISSIPPI

UNIVERSITY OF MISSISSIPPI: WCBH, 1-P.O. Box 368, 3-Southern, 4-CC, 640kc, Comm., 6-IBS.

UNIVERSITY OF SOUTHERN MISSISSIPPI: WMSU, 1-Hattiesburg, Miss. 39401 3-Southern, 6-IBS.

MISSOURI

CENTRAL BIBLE COLLEGE: KCBC, 1-Springfield, Mo. 65802, 3-Midwest, 6-IBS.

CENTRAL METHODIST COLLEGE: KMoe, 1-Fayette, Mo. 65248, 3-Midwest, 4-CC, 770kc, Comm., 6-IBS.

CENTRAL MISSOURI STATE COLLEGE: KCMW-FM, 1-Central Missouri State College, Warrensburg, Mo. 64093, 2-816-747-6356, 4-FM, 27kw, 90.9mhz, Non-comm., 5-On air 7 days, 79 hrs. per week, 7-Nightcall, 9-Estab: March, 1962, Staff: 25-35, 10-Format: Educational-various types of programs, 11-School enrollment: 11,000, Po. Aud: 2½ million, 14-FA: Robert B. Fidler, 15-Personnel: GM Robert B. Fidler (F), CE Don Harms.

DRURY COLLEGE: KULR, 1-Drury Campus Mail 126, Springfield, Mo. 65802, 2-417-862-2662, 3-Midwest, 4-CC, 1150khz, Comm., 5-On air 7 days, 129½ hrs. per week, 9-Estab: September 7, 1968, Staff: 25, 10-Format: Rock, Progressive Rock, Soul, 11-School enrollment: 1150, Po. Aud: 650, 12-1 min. rate \$1.25, 14-FA: Mr. Jesse E. Wade, Jr., 15-Personnel: GM Richard Dills, SM Gary C. Gilmore, PD Rod S. Tucker, BM Dave Burns, CE Paul Lauda, ND Allen Smith, Music Dir. Jim Carlton, PR Dick Gray.

LINDENWOOD COLLEGE: KCLC, KCLC-FM, 1-St. Charles, Mo. 43301, 2-RA4-6102, 3-Midwest, 4-CC & FM, 10w, 89.9mhz, FM-Non-comm., 5-On air 7 days, 42 hrs. per week, 6-IBS, NER, APBE, 7-NER, 9-Estab: FM-1968, AM-1948, Staff: 20, 10-Format: Talk and Music, 11-School enrollment: 700, Po. Aud: FM-45,000, 13-Dept. Head: Martha M. Boyer, 14-FA: Martha Boyer, 15-Personnel: GM Jean Mackiewicz, PD Mary Ratcliffe, BM Steve Hirsch, CE Donald Lorenzen, ND Mike Donovan, ED Prog. Dir. Phil Summers.

NORTHWEST MISSOURI STATE COLLEGE: KDLX, 1-Northwest Missouri State College, Maryville, Mo. 64468, 2-816-582-2076, 3-Midwest, 4-WW, 560khz, Comm., 5-On air 5 days, 90 hrs. per week, 6-NAEB, IBS, 9-Estab: April 1, 1960, Staff: 27, 10-Format: Top 40 & MOR (Music & Information), 11-School enrollment: 5000, Po. Aud: 3200, 12-1 min. rate \$1, 14-FA: Mrs. Cathran Cushman, 15-Personnel: GM Rollie Stadlman, SM Dave Connors, PD Joe Mottisinger, BM Eldon Hunsicker, CE John Perkins (F), ND Dennis Bowman, Student Eng. Larry Lewellen, Asst. Prog. Dir. Barbara McAvoy.

OZARK BIBLE COLLEGE: KOBC, 1-Joplin, Mo. 64801, 3-Midwest, 6-IBS.

ROCKHURST COLLEGE: KRC, 1-5225 Troost, Kansas, Missouri 64110, 2-816-363-3710, 816-363-4010, 3-Midwest, 4-WW, 570 and 760 mhz, Comm., 5-On air 7 days, 45 hrs. per week, 6-IBS, 8-Frederick W. Smith, 9-Estab: November 1, 1967, Staff: 12, 10-Format: Pop, easy listening and some classical, 11-School enrollment: 2500, Po Aud: 600-1000, 12-1 min. rate: \$.75, 14-FA: Dr. James D. Wheeler, 15-Personnel: GM Tom Welch, SM Mike Bechtold, PD Tom Welch, BM John Troilett, CE Ken Sokol.

ST. LOUIS UNIVERSITY: KBIL, 1-15 N. Grand, St. Louis, Missouri 63103, 2-314-652-8800, 3-Midwest, 4-WW, 600 kc, Comm., 5-On air 7 days, 140 hrs. per week,

News

Top 40 **KDLX** MOR

the NOW SOUND of

Northwest Missouri State College
Maryville, Missouri 64468

6-IBS, 8-Campus Media, 9-Estab: 1950, Staff: 25, 10-Format: Rock & Progressive, 11-School enrollment: 13,000, Po Aud: 2,500, 12-1 min. rate: \$2, 14-FA: Charles Paterson, 15-Personnel: GM Dan Talerek, SM Jack Frost, Music Dir. Pat Downey, BM Paul Bayles, CE Mike Harkins, Prog. Dir. Larry Willard.

STEPHENS COLLEGE: KWWC-FM, 1-Stephens College, Columbia, Missouri 65201, 2-314-442-2211 ext. 547-273, 4-FM, 10w, 90.5 mhz, Non-comm. 5-On air 5 days, 20 hrs. per week, 9-Estab. January 1965, Staff: 20 part-time, 10-Format: Fine Arts-65% classics, light classics, 11-School enrollment: 2000, Po Aud: 55,000, 13-Dept. Head: Dr. Neal Balanoff, 14-FA: Lowell A. Connor, 15-Personnel: GM Margie Adams, PD Sue Amon, CE Paul Garrett.

UNIVERSITY OF MISSOURI: KCCS, 1-Columbia, Missouri 65202, 3-Midwest, 6-IBS.

UNIVERSITY OF MISSOURI AT ROLLA: KMFA, 1-Box 7502-MRHA, Rolla, Missouri 65401, 3-Midwest, 6-IBS.

UNIVERSITY OF MISSOURI AT ROLLA: KMSM, 1-Rolla, Missouri 65401, 3-Midwest, 4-FM, 6-IBS.

WASHINGTON UNIVERSITY: KFHR, 1-6515 Wydown Blvd., St. Louis, Mo. 63105, 3-Midwest, 4-CC, 570kc, Comm., 6-IBS.

MONTANA

MONTANA STATE UNIVERSITY: KATS, 1-Bozeman, Montana 59715, 3-Northwest, 4-CC, 6-IBS.

NEBRASKA

CREIGHTON UNIVERSITY: KOCU, 1-2500 California Street, Omaha, Nebraska 68131, 2-402-248-2817, 4-WW, 550 khz, Comm., 5-On air 5 days, 28 hrs. per week, 6-NAEB, NAB (APBE), 8-Campus Media, 9-Estab: 1947, Staff: 9, 10-Format: Top 50, 11-School enrollment: 4145, Po Aud: 2100, 12-1 min. rate: \$3, 13-Dept. Head: R. C. Williams, S.J., 14-FA: Eric Somers, 15-Personnel: GM Miss Madeline Bader, SM Kevin Clark, PD Gary Major, BM Kevin Clark, CE James Myers, ND Craig Fecker, Sports Dir. Harry

Bloom, Prom. Dir. Miss Carol DeSalvo, Continuity Miss Christine Killough.

KEARNEY STATE COLLEGE: KOVF-FM, 1-Kearney State College, Kearney, Nebraska 68847, 2-308-237-5961, 3-Mid-West, 4-AM & FM, 10w, 91.3mhz, AM-Comm., FM-Non-comm., 5-On air 5 days, 35 hrs. per week-AM; 5 days, 20 hrs. per week-FM, 9-Estab: 1956, Staff: 15, 10-Format: AM-Rock, Country & Western, Folk; FM-MOR, Classical, Documentary, Information, talk, 11-School enrollment 5000+, Po Aud: 20,000, 12-1 min. rate: \$1.50, 13-Dept. Head: Robert L. Larson, 14-FA: Rick Bayha, 15-Personnel: GM Rick Bayha (F), CE Gerald Galbraith.

NEVADA

UNIVERSITY OF NEVADA: KUNR-FM, 1-University of Nevada, Reno, Nevada 89507, 2-702-784-6591, 3-Pacific, 4-FM, 10w, 88.1mhz, Non-comm., 5-On air 6 days 66 hrs. per week, 6-NAB, NAEB, IBS, 7-NERN, 9-Estab: October 23, 1963, Staff: 12, 10-Format: Classical and educational, 11-School Enrollment: 7000, Po Aud: 120,000, 13-Dept. Head: Wendell H. Dodds, 15-Personnel: GM Wendell H. Dodds (F), PD Joseph Walther, CE Jerome Wilhelm.

NEW HAMPSHIRE

DARTMOUTH COLLEGE: WDCR, 1-Box 957, Hanover, N.H. 03755, 2-603-643-4500, 4-AM, 1000wD, 250wN, 1340khz, Comm., 5-On air 7 days, 140 hrs. per week, 6-NAB, Ivy Network, 8-Rep-Ivy Net., Harold Segal & Co., 9-Estab: March 1958, Staff: 100+, 10-Format: block pgming, 11-School enrollment: 3200, Po. Aud: 40,000, 12-1 min. rate: \$6, 14-FA: Almon Ives, 15-Personnel: Pres. Stu Zuckerman, GM Paul Gambaccini, SM Ken Jones, PD Win Rockwell, BM Don Balcom, CE Carl Strathmeyer, ND John Lippman.

FRANKLIN PIERCE COLLEGE: WFPR, 1-Rindge, N.H. 03461, 3-New England, 6-IBS.

NATHANIEL HAWTHORNE COLLEGE: WVNB, 1-Antrim, N.H. 03440, 3-New England, 6-IBS.

ST. ANSELEM'S COLLEGE: WSAC, 1-Box C-416, Manchester, N.H. 03102, 2-603-669-1030, 4-WW, 710 kc, Non-comm., 5-On air 7 days, 70 hrs. per week, 9-Estab: 1968, Staff: 25, 10-Format: Hard Rock, Progressive Rock, Folk, 11-School enrollment: 1200, Po Aud: 900, 13-Dept. Head: Joseph J. D'Urso, 14-FA: Paul Dowd, 15-Personnel: GM Joseph J. D'Urso, PD Joseph Sullivan, BM Joseph Lore, ND Russ Moran, Prod. Mgr. Mike Layne, Mus. Dir. Kevin O'Brien, Mus. Coor. Bill Costa, Sports Dave Neville & John Cox.

UNIVERSITY OF NEW HAMPSHIRE: WUNH, 1-Durham, N.H. 03824, 3-New England, 6-IBS.

NEW JERSEY

CENTENARY COLLEGE FOR WOMEN: WNTI-FM, 1-Hackettstown, New Jersey 07840, 2-201-852-1400, 4-FM, 4800w, 91.9mhz, Comm., 5-On air 5 days, 25 hrs. per week, 9-Estab: December 3, 1958, Staff: 6, 10-Format: varies, 11-School enrollment: 675, Po. Aud: unknown, 13-Dept. Head: Alan Cooper, 14-FA: Stefan George Straka, 15-Personnel: GM Alan Cooper (F), CE Stefan George Straka (F).

DREW UNIVERSITY: WERD, 1-36 Madison Avenue, Madison, New Jersey 07940, 2-201-377-4466, 3-Mid-Atlantic, 4-AM, & WW, 50w, 600kc, Comm., 5-On air 7 days, 126 hrs. per week, 6-NAB, NAEB, IBS, 7-NBC, ABC, CBS, WESTINGHOUSE BROADCAST, 8-Richard Douglas Collins, 9-Estab: 1961, Staff: 125, 10-Format: Block Programming, News every one half hour, 11-School enrollment: 1600, Po Aud: 1000, 14-FA: George Eberhardt, 15-Personnel: GM Richard Collins, SM Richard Collins, BM Margaret Kohler, CE Terence Ritter, Christy Smith, ND Richard Doran.

FAIRLEIGH DICKENSON UNIVERSITY: WFDU, 1-Teaneck, New Jersey 07666, 3-Mid-Atlantic, 6-IBS.

GLASSBORO STATE: WGLS-FM, 1-Bole Administration Bldg., Glassboro, New Jersey 08028, 2-609-881-8400, Ext. 332, 3-Mid-Atlantic, 4-FM, 250w, 89.7mhz, Non-comm., 5-On air 5 days, 40 hrs. per week, 6-IBS, 9-Estab: May, 1964, Staff: 12, 10-Format: "Balanced" light and classical music, news, commentary, talk shows, foreign language (Spanish) broadcasting, 11-School enrollment: 3900, Po Aud: 50,000, 13-Dept. Head: Gregory C. Potter, 14-FA: Gregory C. Potter, 15-Personnel: GM Rodney Huggan, PD Timothy Tietze, CE Gregory C. Potter, ND Greg Miller.

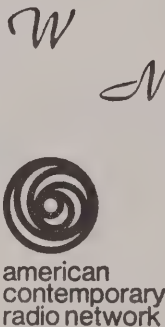
MONMOUTH COLLEGE: WMCJ, 1-P.O. Box 207, West Long Branch, New Jersey 07764, 2-201-222-8484, 3-Middle Atlantic, 4-AM, 140w, 640khz, Comm., 5-On air 7 days, 168 hrs. per week, 6-NJBA, 7-Amer. Contemp. Radio Net., 8-Rep-Campus Media, and F. Smith, 9-Estab: 1958, Staff: 35, 10-Format: Hot 100, rock, jazz, campus and nat'l. info., 11-School enrollment: 5500, Po Aud: 4000, 12-1 min. rate: \$1.50, 13-Dept. Head: Michael R. Sidoric, 14-FA: Bruce Landis, 15-Personnel: GM Diana M. Otto, Barry W. Sims, SM Steve P. Garsh, PD Michael R. Sidoric, BM Steve P. Garsh, Paul Roman, CE Paul Herschman, Brent McNally, ND Phil Gnesin, Dir. of Publicity K. B. Bassin.

PRINCETON UNIVERSITY: WPRB, 1-Box 342, Princeton, New Jersey 08540, 3-Mid-Atlantic, 4-CC, 640kc, Comm; FM, 17.000w, 103.3mc, Comm., 6-IBS.

RAMAPO REGIONAL HIGH SCHOOL: WPJT, 1-Franklin Lakes, New Jersey 07417, 3-Mid-Atlantic, 6-IBS.

RIDER COLLEGE: WWRC, 1-2083 Laurenceville Rd., Trenton, N. J. 08602, 2-609-896-0663, 3-Mid Atlantic, 4-WW, 640kc, Comm., 5-On air 6 days, 98 hrs. per week, 9-Estab: 1961, Staff: 60, 10-Format: 60% top 40, 11-School enrollment: 3600, Po. Aud: 2400, 12-One min. spot rate \$1.70, 14-FA: Gordon Graves, 15-Personnel: GM Daniel Sivorkin, SM Mike Fenster, PD Alan Gebroe, CE Laird Poinsett, ND Burt Bello.

RUTGERS UNIVERSITY: WRSU, 1-126 College Avenue, New Brunswick, N. J. 08903, 2-201-545-6800, 3-Mid Atlantic, 4-Wirless, 680khz, Comm., 5-On air 7 days, 140 hrs. per week, 6-IBS, 7-Mutual, 8-IVY Network, 9-Estab: 1947, Staff: 250, 10-Format: Rock, MOR, Classical, Folk, 11-School enrollment: 13,800, Po. Aud: 13,800, 12-1 min. rate \$2, 13-Dept. Head: Ron Stepneski, 14-FA: Nat Shoehalter, 15-Personnel: GM Chuck Stern, Pr. Mgr. Carol Lippert, PD Ron Stepneski, BM John Musarra, CE Mark Deibert, ND Karin Trainer, MD Gary Rheiner.



Radio

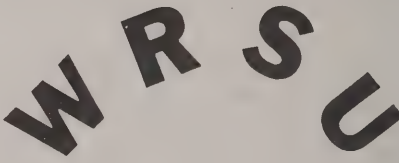
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NEW JERSEY 07764**

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MONTCLAIR STATE COLLEGE: WVMS, 1-Box 7, Life Hall, Upper Montclair, New Jersey 07043, 2-201-746-9252, 3-Eastern, 4-64w (carrier current), 590khz, Non-comm., 5-On air 6 days, 60 hrs. per week, 6-IBS, 9-Estab: April 17, 1967, Staff: 100, 10-Format: All types of music of interest to students, 11-School enrollment: 4,400-day, 3,000-night, Po Aud: 7400, 13-Dept. Head: Mr. Terry Forester, 14-FA: Mr. T. J. Sheft, 15-Personnel: GM Terry Forester, PD J. Forseman, BM James Wynne, CE Peter Naiperkowsky, ND Susan Kotulak, Consulting Engr. George Steinmetz, Chairman D. Kerr.

NEWARK COLLEGE OF ENGINEERING: WNCE, 1-323 High Street, Newark, New Jersey 07102, 2-201-645-5361, 3-Eastern, 4-WW, 550khz, Comm., 5-On air 5 days, 45 hrs. per week, 6-IBS, 8-Fred Smith, 9-Estab: Sept. 1966, Staff: 40, 10-Format: Everything, 11-School enrollment: 2,680, Po Aud: 2,680, 13-Dept. Head: Bob Kierce, 14-FA: Dr. Rose, 15-Personnel: Pres. Bob Kierce, SM Bob Kierce, PD Mark Hartigan, BM Paul Arents, CE Ed Schober, ND Mark Hartigan, Sta. Mgr. Bob Swieder, Exec. Sec. Ken Misiak.

PENNINGTON SCHOOL: WPTN, 1-Pennington, New Jersey 08534, 3-Mid-Atlantic, 6-IBS.

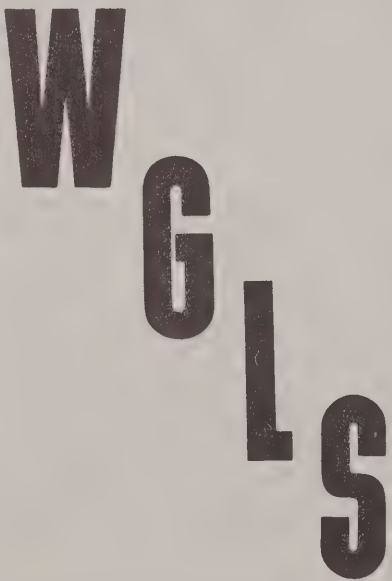


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SETON HALL UNIVERSITY: WSOU-FM, 1-400 S. Orange Ave., South Orange, N. J. 07079, 2-201-762-9000, ext. 342, 3-Mid Atlantic, 4-FM, 2000w, 89.5mhz, Non-comm., 5-On air 6 days 60 hrs. per week, 6-NAB, IBS, 9-Estab: April 14, 1948, Staff: 80, 10-Format: Middle of the Road, News, 11-School enrollment: 9200, Po. Aud: 15,000,000, 13-Dept. Head: Mr. A.P. Klose, 14-FA: Mr. Lloyd McBride, 15-Personnel: GM Mr. James Malespina, Dir. of Annoc. Mark Leichtling, PD Mark Leichtling, Pub. Rela. John Kvasnosky, CE Mr. Joseph Emmett, ND E. Gerard Klein, Sports Dir. Harry B. Shapiro, Remote Broadcasts Jerome Haggart.



South Jersey's Educational FM Station

HANOVER PARK HIGH SCHOOL: WHPH, 1-63 Mt. Pleasant Ave., Hanover, New Jersey 07936, 2-201-887-7511, 3-Middle Atlantic, 4-FM, 10w, 90.3 mc, Non-comm., 5-On air 5 days, 40 hrs. per week, 9-Estab: 1966, Staff: 100, 10-Format: "now sound", 11-School enrollment: 1100, Po Aud: 6000, 15-Personnel: GM Andrew Orgel, PD Robin Gant, CE Alan Parnau, ND Robert Carr.

ST. ROSE HIGH SCHOOL: WPJT, 1-607 Seventh Ave., Belmar, N. J. 07719, 2-201-681-2858, 3-Middle Atlantic, 4-FM & WW, 1/10w, 600kc-WW, 91.9mhz., Comm., 5-On air 6 days, 30 hrs. per week, 6-IBS, BERN, (Belmar Ed. Radio Net.), 7-American Contemporary Network, 9-Estab: February 1, 1969, Staff: 50, 10-Format: Top 40, Progressive, Jazz, MOR, Talk, 11-School enrollment: 1,000, Po. Aud: 1,000, 12-1 min. rate \$1-WW, 13-Dept. Head: Mr. George Keelen, 14-FA: Mr. George Keelen, 15-Personnel: GM Glenn Gundersen, SM Jim Doran, PD Michael Robertson, BM Joe Herig, CE Alan Lyster, ND John Darien (Darien Chrepta), Chief Meteorologist Gene Johnson, Asst. SM Bill Smith, Mus. Dir. Kevin Maypother, Ass. Sta. Mgr. Mike Robertson.

STEVENS INSTITUTE OF TECHNOLOGY: WCPN, 1-Castle Point Station, Hoboken, N. J. 07030, 3-Mid Atlantic, 4-CC, 740kc, Comm., 6-IBS.

TRENTON STATE COLLEGE: WTSR-FM, 1-1855 Pennington Road, Trenton, New Jersey 08625, 2-609-882-1855, ext. 200, 3-Mid-Atlantic, 4-FM, 10w, 89.7mc, Non-comm., also CC facility, 5-On air 6 days, 36 hrs. per week, 6-NAEB and IBS, 7-NERN, 9-Estab: 1966, Staff: 30, 10-Format: Educational and Rock, 11-School enrollment: 4500, 14-FA: Mr. Jack W. McCullough, Dr. Tod Hering, 15-Personnel: ST M Nicholas R. Smolney, Asst. St. Mgr. George Taweel, PD Irene Hail, BM Alan Crusier, CE Rick Guenther, Traffic M Robert Hail.

UNIVERSITY OF RUTGERS AT NEWARK: WRNU, 1-Newark, New Jersey 07102, 3-Mid-Atlantic, 6-IBS.

NEW MEXICO

NEW MEXICO STATE UNIVERSITY: KRWG-FM, 1-Box 3J, Las Cruces, N.M. 88001, 2-505-646-3505, 4-FM, 91.7mhz, Non-comm., 5-On air 7 days, 6-NAEB, NAB, 7-ABC, 9-Estab: 1964, Staff: 9+, 10-Format: Educational programs, Classical music, 11-School enrollment: 10,000, Po. Aud: 75,000, 13-Dept. Head: Harold A. Servis, (F), 14-FA: Harvey C. Jacobs, 15-Personnel: GM Harold A. Servis (F), SM Dick Jones, PD James Short, CE James Doiron, ND Gary Cade.

UNIVERSITY OF NEW MEXICO: KUNM-FM, 1-N.M. Union Bldg., Albuquerque, N.M. 87106, 2-505-277-4806, 3-Mountain, 4-FM, 3.5kw ERP, 90.1mhz, Non-comm., 5-On air 7 days, 116 hrs. per week, 6-Pacific Foundation, 9-Estab: Oct. 1966, Staff: 40, 10-Format: Progressive (jazz, folk, rock), 11-School enrollment: 10,000, Po. Aud: 300,000, 14-FA: student/faculty committee, 15-Personnel: GM Steven L. Van Dresser, PD L. A. Woodworth, BM Scott W. Randall, Asst. Mgr., CE Joseph R. Hobart, ND Paul Uhland.

NEW YORK

ADELPHI UNIVERSITY: WALI, 1-South Ave., Garden City, Long Island, N.Y. 11530, 2-516-747-4757, 3-Empire, 4-CC, 640khz, Comm., 5-On air 7 days, 160 hrs. per week, 6-IBS, 8-Rep. Fred Smith, 9-Estab: 1945, Staff: 60, 10-Format: Mixed, 11-School enrollment: 7000, Po. Aud: 2,000, 12-1 min. rate: \$2.00, 13-Dept. Head: Stanley Gould, 14-FA: William Renn, 15-Personnel: GM Stephen Nimmich, SM Steven Weiss, PD Steve Straubing, BM Jeffery Hirsch, CE John Schmidt, ND Walker Trussell, TA Herb Greenberg, Prod. Dir. Randy Birken, MD Stephen Nimmich.

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ALFRED STATE: WVAT, 1-Annex IV, Alfred, N.Y. 14802, 2-607-587-6400, 3-Empire, 4-WW, 55w, 640kc, Non-comm., 5-On air 7 days, 168 hrs. per week, 8-Jim Wood, 9-Estab: 1964, Staff: 25, 10-Format: Mostly pops, some easy listening, 11-School enrollment: 3,000, Po. Aud: 3,000, 12-1 min. rate: \$.50, 13-Dept. Head: Jim Wood, 14-FA: Mr. Hogan, 15-Personnel: GM Jim Wood, PD Ralph Palmer, BM Steve Lewandoski, CE Robert Allgrim, ND Cathy Graham.

BROOKLYN COLLEGE: WBCR, 1-Bedford Ave. & Ave. H, Brooklyn, N.Y. 11210, 2-212-859-6048, 3-Middle Atlantic, 4-WW, Comm., 5-On air 5 days, 54 hrs. per week, 7-City Univ. Radio Net., 8-Rep-Campus Media Inc., 9-Estab: Nov., 1968, Staff: 70, 10-Format: Varied (Top 40, MOR, Classical, Show tunes, Folk Rock), 11-School enrollment: 28,000, Po. Aud: 28,000, 12-1 min. rate: \$4.80, 13-Dept. Head: Prof. Eugene Foster, 14-FA: Prof. Robert Williams, 15-Personnel: GM Frederick A. Horowitz, SM Jeff Berman, PD Ann Rosenkranz, BM Allen Essner, CE Jerome Kaufman, ND Albert McGoldrick, MD Lenny Bronstein, Dir. of Oper. Aaron Edelman.

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CITY COLLEGE OF NEW YORK: WCCR, 1-Convent Ave. at 133rd St., New York, N.Y. 10031, 2-212-926-8550, 3-Northeast, 4-WW, Non-comm., 5-On air 5 days, 47 hrs. per week, 9-Estab: 1955, Staff: 70, 10-Format: Block programming; Heavy Music (R&R, MOR, Classical), News, Sports, 11-School enrollment: 18,000, Po. Aud: 1,000, 14-FA: Mr. Irwin Brownstein, 15-Personnel: GM Thomas Foty, PD Erland Suni, BM Charles Hamilton, CE George Werns, ND Frank Raphael, Asst. GM Robert Gross, Sec. Paul Wells, Chief Annoc. George Schabes, Pub. Dir. Sydney Stern, Prod. Dir. Albert Gershman.

COLGATE UNIVERSITY: WRCU-FM, 1-Spear House, Hamilton, N.Y. 13346, 2-315-824-1212, 4-FM, (license pending), Non-comm., 5-On air 7 days, 20 hrs. per week, 9-Staff: 150, 10-Format: Heavy emphasis on rock, 11-School enrollment: 2,000, Po. Aud: 5,000, 14-FA: Robert Blackmore, 15-Personnel: GM Howard M. Weinberg, PD Mark Spivak, BM Tony Anastasio, CE David Wheelock, ND James Capalino.

COLUMBIA UNIVERSITY: WKCR, 1-208 Ferris Booth Hall, Columbia U., New York, N.Y. 10027, 2-212-280-5011, 3-Mid-Atlantic, 4-FM, 3.8kw, 89.9mc, Comm.; CC, Comm., 6-IBS, 7-IVY Net., 9-Estab: 1956.

CORNELL UNIVERSITY: WVBR, 1-Ithaca, N.Y. 14850, 3-Empire, 6-IBS.

C.W. POST COLLEGE: WCWP, 1-Greenvale, N.Y. 11548, 3-Empire, 4-FM, 150w, 88.1mc, Non-comm.; CC, 640kc, Comm., 6-IBS.

ELMIRA COLLEGE: WECW-FM, 1-Elmira College, Elmira, N.Y. 14901, 2-607-734-8111, ext. 274, 3-Empire, 4-FM, 10w, 88.1mhz, Non-comm., 5-On air 6 days, 40 hrs. per week, 6-NAEB, IBS, 7-NERN, 9-Estab: Feb. 1959, Staff: 35, 10-Format: Educational, 11-School enrollment: 1,200, Po. Aud: 60,000, 13-Dept. Head: Mr. Thomas R. Walton, 14-FA: Mr. Thomas R. Walton, 15-Personnel: GM Hannah Arterian, PD Patricia Clough, CE James T. Lindsay (F), Asst. Mgr. Martha Varsha, Music Dir. Sylvia Burgos, Tech. Dir. Sandra Pahl, Tape Dir. Teresa Pupek.

FORDHAM UNIVERSITY: WFUV-FM, 1-303 Keating Hall, Fordham University, Bronx, N.Y. 10458, 2-212-933-2233, 4-FM, 50,000w, 90.7mhz, Non-comm., 5-On air 7 days, 64 hrs. per week, 6-NAB, 9-Estab: July 1947, Staff: 30, 10-Format: 50% Classical, 30% Pop, 20% Educ., 11-School enrollment: 10,000+, Po. Aud: 12,000,000, 13-Dept. Head: Rev. John Phelan, S.J., 14-FA: Frank A. Seitz, 15-Personnel: GM Frank A. Seitz (F), PD John Monahan, CE Robert S. Jewell, ND Dan Reilly, Oper. Dir. Anthony Masiello, Chief Annoc. Noel Delaney.

HAMILTON COLLEGE: WHCL, 1-Box 82, Clinton, N.Y. 13323, 3-Empire, 4-FM, 88.7mc, Non-comm., 6-IBS.

HARPUR COLLEGE: WVAT, 1-Binghamton, N.Y. 13901, 3-Empire, 6-IBS.

HOBART COLLEGE: WEOS, 1-Geneva, N.Y. 14456, 3-Empire, 6-IBS.

HOFSTRA UNIVERSITY: WVHC-FM & WW, 1-020 Memorial Hall, Hempstead, N.Y. 11550, 2-516-489-8870, 3-Northeast, 4-WW & FM, 320w, 88.7mhz-FM, 630khz-AM, Non-comm. on FM, 5-On air 7 days, 60 hrs. per week, 6-NERN, NAFMB, IBS, 9-Estab: 1959, Staff: 50, 10-Format: Information, Music (MOR, Rock, Jazz), 11-School enrollment: 10,000, Po. Aud: 1.5 million on FM, 12-1 min. rate: \$5 on WW, 13-Dept. Head: Jeffery C. Kraus, 14-FA: Dr. George Gordon, 15-Personnel: Sta. Mgr. Marc Jay Wiener, SM Jeffery C. Kraus, PD Jerome Landau, BM Jeffery C. Kraus, CE-Theodore Ronneburger, ND Christopher S. Zubof, Pub. Rel./Prom. Mgr. Joseph Greenfield.

HOUGHTON COLLEGE: WJSL, 1-Houghton, N.Y. 14744, 3-Empire, 6-IBS.

ITHACA COLLEGE: WICB-FM & WW, 1-Danby Road, Ithaca, N.Y. 14850, 2-607-274-3216, 4-AM & FM, CC, 10w-FM, 600khz-AM, 91.7mhz, AM-Comm., FM-Non-comm., 5-On air 7 days, 74 hrs. per week, 6-NAB, 7-ABC Contemporary, 8-Fred Smith, 9-Estab: 1948, Staff: 70, 10-Format: AM-Drake Rock 100%, FM-MOR, 11-School enrollment: 4,500, Po. Aud: AM-5,000, FM-40,000, 12-AM National \$2, Local \$1, 13-Dept. Head: Ron Nicoson, 14-FA: Rudy Paolangeli, 15-Personnel: GM Rudy Paolangeli (F), Student Mgr. Helen Frenkel, SM George Pine, PD AM-Edward Leiblick, FM-William Hergenon, BM George Pine, CE Jim Loomis, ND Neil Couteux and John Poister.

IRONDEQUOIT HIGH SCHOOL: WIRQ, 1-260 Cooper Rd., Rochester, N.Y. 14617, 3-Empire, 4-FM, 10w, 90.9mc, Non-comm., 6-IBS.

KEUKA COLLEGE: WKCS, 1-Keuka Park, N.Y. 14478, 3-Empire, 6-IBS.

LEHMAN COLLEGE: WHCB, 1-Bedford Pk. West, Bronx, N.Y. 10468, 3-Empire, 4-CC, Non-comm., 6-IBS.

LONG ISLAND UNIVERSITY: WLII, 1-Zeckendorf Campus, 385 Flatbush Ave. Extension, Brooklyn, N.Y. 11201, 4-CC, 590kc, Non-comm., 5-On air 7 days, 9-Estab: August 1, 1969, 10-Format: News & Information, Music MOR, 11-School enrollment: 8,000, Po. Aud: 4,500, 13-Dept. Head (Journalism): Jacob Jaffee, 15-Personnel: GM Steve Lobel, ND Chris Dodrill.

MARIST COLLEGE: WMCR, 1-Box 841, Poughkeepsie, N.Y. 12601, 3-Northeast, 4-CC, 640kc, Non-comm., 5-On air 6 days, 48 hrs. per week, 9-Estab: 1962, Staff: 40, 10-Format: Top 40, 11-School enrollment: 1,384, Po. Aud: 850, 14-FA: Mr. Robert Norman, 15-Personnel: F. Ronald Baumbach, President; John Trach, Vice President; and Robert Miller, Secretary-Treasurer.

MOHAWK VALLEY COMMUNITY COLLEGE: WRMT, 1-1101 Sherman Dr., Utica, N.Y. 13501, 2-315-735-7511, Ext. 241, 4-CC, 540khz, Comm., 5-On air 7 days, 138 hrs. per week, 9-Estab: 1962, Staff: 50, 10-Format: Rock, MOR, 11-School enrollment: 2,000, Po. Aud: 1,500, 12-1 min. rate: \$1.00, 13-Dept. Head: Robert Boucher, 14-FA: Robert Boucher, 15-Personnel: GM Jack Burgan, PD Robert Purdy, CE Charles R. Sawner, ND Charles Krawshaw, Tech. Paul Rubinstein.

NEW YORK INSTITUTE OF TECHNOLOGY: WNYT, 1-P.O. Box 61, Old Westbury, N.Y. 11568, 2-516-626-3780, 3-Empire, 4-CC, 640kc, Comm., 5-On air 5 days, 40 hrs. per week, 8-Campus Media, Inc., 9-Estab: 1965, Staff: 70, 10-Format: Progressive Rock & Information, 11-School enrollment: 3,600, Po. Aud: 3,000+, 12-1 min. rate: \$3.80, 13-Dept. Head: Prof. Lee Morrison, 14-FA: Professor John Von Soosten, 15-Personnel: GM Robert J. Civiello, SM Dennis Rydberg, PD Ken Kohl, CE Louis Marcus, ND

Dennis O'Neal, Oper. Dir. Douglas Towey, Pub. Rel. Dir. William Brill.

NEW YORK UNIVERSITY: WNYU, 1-566 LaGuardia Pl., New York, N.Y. 10033, 3-Mid-Atlantic, 4-FM, 8.3kw, 89.1mc, Non-comm.; CC, Comm., 6-IBS.

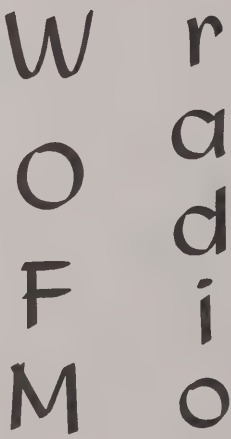
PRATT INSTITUTE: WPRH, 1-Brooklyn, N.Y. 11205, 3-Mid-Atlantic, 6-IBS.

QUEENSBOROUGH COMMUNITY COLLEGE: WQCC, 1-Springfield Boulevard & 56th Ave., Bayside, N.Y. 11364, 2-212-631-8550, 4-CC, 590khz, Comm., 5-On air 5 days, 60 hrs. per week, 9-Estab: Sept. 1968, Staff: 50, 10-Format: All music, news, special programs, 11-School enrollment: 8,000, Po. Aud: 9,000, 12-1 min. rate: \$2, 13-Dept. Head: Stu Shulman, 14-FA: Prof. L. Zuker, 15-Personnel: GM Steve Raucher, PR Dir. Chris Harmety, PD Stu Shulman, BM Ronnie Haywood, CE Dave Schwartz, ND Al Grant.

RENSSELAER POLYTECHNIC INSTITUTE: WRPI, 1-Lounge 15, Troy, N.Y. 12181, 2-518-270-6248, 4-WW & FM, 20,000w-FM, 91.5mhz-FM, 640khz-WW, 5-On air 7 days, 80 hrs. per week, 8-Rep-Campus Media, Inc., 9-Estab: 1957, Staff: 65, 10-Format: Underground, 11-School enrollment: 6,000, Po. Aud: 450,000 (FM), 12-1 min. rate: \$2.00 (WW), 14-FA: Douglas Washburn, 15-Personnel: Pres. Gerald Ezrol, GM David Donnelly, SM Robert Fairchild, PD Joel A. Levine, BM Robert Fairchild, CE William Mahuson, ND Kenneth Levites, MD Steven B. Levy.

ROCHESTER INSTITUTE OF TECHNOLOGY: WITR, 1-Rochester, N.Y. 14623, 3-Empire, 6-IBS.

ST. BONAVENTURE UNIVERSITY: WOFM, 1-P.O. Drawer 0, St. Bonaventure, N.Y. 14778, 2-716-372-0300, Ext. 325, 326, 3-Empire Region, 4-CC, 650khz, Comm., 5-On air 7 days, 117 hrs. per week, 7-ABC, 8-Rep-Frederick W. Smith, 9-Estab: 1948, Staff: 90, 10-Format: Varied, 11-School enrollment: 2,200, Po. Aud: 1,800, 12-1 min. rate: \$1.00, 14-FA: Rev. Evan Banks, O.F.M., 15-Personnel: GM David B. Keebler, PD William Smith, BM Patrick Purcell, CE David B. Keebler, ND Kenneth Franckling, SD Mike O'Connell, Prod. Dir. Mark Ondrako.



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SIENA COLLEGE: WVCR, 1-Loudonville, N.Y. 12211, 3-Empire, 6-IBS.

STATE UNIVERSITY COLLEGE AT BROCKPORT: WBSU, 1-College Union, Brockport, N.Y. 14420, 2-716-395-2560, 3-Empire, 4-WW, 600khz, Comm., 5-On air 7 days, 136 hrs. per week, 6-IBS, 9-Estab: 1963, Staff: 38, 10-Format: Up MOR, Rock and Roll, 11-School enrollment: 4,500, Po. Aud: 3,400, 12-One min. rate: \$1.50, 14-FA: Robert G. White, 15-Personnel: GM Gerald V. Ziobro, SM Elaine Niver, PD James Brown, CE Kermit Mercer.

STATE UNIVERSITY AGRICULTURAL & TECHNICAL COLLEGE: WATC, 1-Farmingdale, N.Y. 11735, 2-516-420-2219, 4-CC, 640mhz, Comm., 5-On air 7 days, 82 hrs. per week, 9-Estab: Feb. 13, 1969, Staff: 34, 10-Format: Rock, 11-School enrollment: 8,700, Po. Aud: 1,000, 12-1 min. rate: \$1.50, 13-Dept. Head: Ted Foster, 14-FA: Maurice Plotkin, 15-Personnel: GM Ted Foster, PD Ernie Jackson, BM Ted Foster, CE Dave Segnit, ND Bob Coyne.

STATE UNIVERSITY COLLEGE AT ALBANY: WSUA, 1-Albany, N.Y. 12203, 3-Empire, 6-IBS.

STATE UNIVERSITY COLLEGE AT CORTLAND: WCSU, 1-Brockway Hall, Cortland, N.Y. 13045, 3-Eastern, 4-CC, 720kc, Comm., 5-On air 7 days, 143 hrs. per week, 6-IBS, 8-Fred W. Smith, 9-Estab: 1967, Staff: 45, 10-Format: All around music, news, sports, 11-School enrollment 4,200, Po. Aud: 3,000, 12-1 min. rate: 24 or less \$2, 25 & over \$1.50, 15-Personnel: GM Robert Rohrig, SM Russ Thompson, PD Burt Schapiro, BM Howard Oppen, CE Robert Rohrig, Music Gary Seeli, Lee Jay Boyd, Pub. Rel. Jay Breakstone.

STATE UNIVERSITY COLLEGE AT FREDONIA: WCVF, 1-State University College at Fredonia, Jewett Hall, Fredonia, N.Y. 14063, 2-716-673-3427, 3-Empire Region, 4-WW, 600khz, Comm., 5-On air 6 days, 70 hrs. per week, 6-NAEB, IBS, 7-ABC, Contemporary, 9-Estab: 1948, Staff: 50, 10-Format: Varied emphasis on Top 40 with MOR and Classical, 11-School enrollment: 4,000, Po. Aud: 3,000, 12-1 min. rate: \$1.80 with time discount, 13-Dept. Head: Mr. Malcolm, 14-FA: Dr. Conneley, 15-Personnel: GM Daniel P. Setera, SM Mike Kern, PD Gary Legters, BM Lance Durban, CE Alfred Kenyon, ND Ed Szynaka, Traffic Continuity Ronald Bruce.

STATE UNIVERSITY COLLEGE AT GENESEO: WGSU, 1-Geneseo, N.Y. 14454, 3-Empire, 6-IBS.

STATE UNIVERSITY COLLEGE AT ONEONTA: WONY, 1-Oneonta, N.Y. 13820, 3-Empire, 4-CC, 620kc, 6-IBS.

STATE UNIVERSITY COLLEGE AT OSWEGO: WOCR, 1-Hewitt Union, Oswego, N.Y. 13126, 2-315-343-8859, 3-Atlantic, 4-WW, 640khz, Comm., 5-On air 7 days, 168 hrs. per week, 6-IBS, 7-American Contemporary, 8-Campus Media Inc., 9-Estab: November 1, 1968, Staff: 40, 10-Format: Contemporary Drake, 11-School enrollment: 5,000, Po. Aud: 3,592, 12-1 min. rate: \$1.25, 14-FA: William Shigley, 15-Personnel: GM John R. Long, SM John R. Long, PD John E. Krauss, BM Guy Scalzi, CE James H. Bisson, ND Charles Gilmore, Music Dir. Wendy Dunn, Chief Ann. Robert Fazio.

STATE UNIVERSITY COLLEGE AT PLATTSBURGH: WSUP, 1-65 Broad St., Plattsburgh, N.Y. 12901, 3-Empire, 4-CC, 640kc, Non-comm., 6-IBS.

STATE UNIVERSITY COLLEGE AT POTSDAM: WRPS, 1-Potsdam, N.Y. 13676, 3-Empire, 6-IBS.

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11790, 3—Empire, 6—IBS.

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N.Y. 13210, 3—Empire, 4—FM, 3.5kw, 88.3mv,
Non-comm. (also a CC), 6—IBS.

SUNY at Albany: WSUA, 1—SUNY at Al-
bany, Albany, N.Y. 12203, 2—518-472-4203,
3—Empire, 4—CC, 640kc, Comm., 5—On air 7
days, 140 hrs. per week, 6—IBS, 7—ABC Con-
temporary, 8—Campus Media, 9—Estab: Feb.
22, 1963, Staff: 100, 10—Format: Top 40, Pro-
gressive, 11—School enrollment: 12,000, Po.
Aud: 5500, 12—1 min. rate \$2.50, 14—FA: Mr.

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John Gunn, 15—Personnel: GM Wayne H. Ful-
ler, PD Chris Walters, SM John Retherford, BM
Jan Rosen, ND Marshall Toplansky, CE Phil
Edelstein, MD Keith Mann, Jay Freidman.

UNION & SKIDMORE COLLEGE: WRUC,
1—Union College, Schenectady, N.Y. 12308,
2—518-393-8650, 584-8390, 4—AM, 750w,
640khz, Comm., 5—On air 7 days, 133 hrs. per
week, 6—NAB, 7—ABC, 8—IVY Network, Cam-
pus Media, 9—Estab: Oct. 14, 1920, Staff: 130,
10—Format: Modified Drake, Rock, 11—School
enrollment: Union-1,600, Skidmore-1,800, Po.
Aud: 3,400+, 12—1 min. rate: \$1.50, 14—FA:
E. J. Malloy, Dean of Students, 15—Personnel:
GM Charles Cusimano, SM Robert Ditter, PD
Donald Francolino, BM Alan Brailey, CE Rich-
ard Gabrielson, ND Walter Spencer, Asst. Sta.
Mgr. Mike Brunson, Sta. Mgr. Paul Constatine.

UNIVERSITY OF ROCHESTER: WRUR-
FM & WW, 1—P.O. Box 5068, Rochester, N.Y.
14627, 2—716-275-6767, 4—WW & FM,
12w-FM, 20,000-CP, 90.1 mhz-FM,
88.5mhz-CP, Comm.-AM, Non-comm.-FM,
5—On air 7 days, 85 hrs. per week, 6—NAB,
8—Rep-Campus Media, 9—Estab: AM-1948,
FM-March 6, 1966, Staff: 100, 10—Format:
Am-Rock, FM-Classical, Folk, Jazz, Rock,
11—School enrollment: 3,500, Po. Aud:
100,000, CP-750,000, 12—1 min. rate: \$1.25
(AM only), 14—FA: Jack End, 15—Personnel:
GM Jeffrey Porthoy, SM Lewis Singer, PD Jay
Lomish, BM Marilyn Hansen, CE John Black,
ND Rich Reiben.

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terdam Ave. & 186th St., New York, N.Y.
10033, 2—212-568-4700, 3—Middle Atlantic,
4—WW, 820kc, Non-comm., 5—On air 5 days,
30 hrs. per week, 9—Estab: 1967, Staff: 40,
10—Format: varied, 11—School enrollment:
2,400, Po. Aud: 1,400, 14—FA: Mr. Henry
Morgenstein, 15—Personnel: GM Neal Ginsberg,
PD Harold Rabinowitz, CE Sigmund Handel-
man, BM Hubert Weinberg, MD Gary Cohen, SP
Joe Werfel.

NORTH CAROLINA

AGRICULTURE & TECHNICAL COL-
LEGE: WANT, 1—Greensboro, N.C. 27411, 3—
Southern, 6—IBS.

DAVIDSON COLLEGE: WDAV, 1—David-
son, N.C. 28036, 3—Southern, 6—IBS.

DUKE UNIVERSITY: WDBS, 1—Box 4742,
Duke Sta., Durham, N.C. 27706, 3—Southern,
4—CC, 560kc, Comm., 6—IBS.

MARS HILL COLLEGE: WMHC, 1—Mars
Hill, N.C. 28754, 3—Southern, 6—IBS.

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SITY at Raleigh: WPAK & WKRC-FM, 1—P.O.
Box 5748, Raleigh, N.C. 27607,
2—919-755-2400, 755-2401, 3—Southeastern,
4—CC & FM, 10w FM, AM-600khz,
FM-88.1mhz, AM-Comm., FM-Non-comm.,
5—On air 7 days, 70 hrs. per week, 8—Fredrick
Smith & Campus Media, 9—Estab: July 1929,
Staff: 100, 10—Format: AM-Top 40 and Pro-
gressive Rock, FM-Jazz, Progressive Rock,
MOR, Show, 11—School enrollment: 16,000,
Po. Aud: AM-5,000, FM-50,000, 12—1 min.
rate: \$3 AM, 13—Dept. Head: Dr. Charles A.
Parker, 14—FA: Dr. Charles A. Parker, 15—Per-
sonnel: GM John Harwood Davis, SM Larry
Cockerham, PD Gary Conrad, BM Larry Cock-
erham, CE Charles Mayo, Wayne Sung, ND
James Whiting.

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Misenheimer, N.C. 28109, 2—701-463-5583,
3—Southern, 4—CC, 580kc, Comm., 5—On air 7
days, 54 hrs. per week, 9—Estab: 1961, Staff:
30, 10—Format: Top 40 with late night easy
listening, 11—School enrollment: 900, Po. Aud:
1,400, 12—1 min. rate: \$1.25, 14—FA: Mr.
Wade Macy, 15—Personnel: GM William D. Nor-
man, Jr., SM Linda Susanne Wallace, PD
Kenneth Larson, BM Mac Lee, CE Robert Plet-
cher, ND Joseph P. Internicola.

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N.C. 28352, 2—919-276-3652, 3—South,
4—CC, 640khz, Comm., 5—On air 7 days, 105
hrs. per week, 9—Estab: Nov. 1965, Staff: 65,
10—Format: Top 40, All request, and Middle of
Road, 11—School enrollment: 950, Po. Aud:
925, 12—1 min. rate: \$.75, 14—FA: Mr. Dub
Naramore, 15—Personnel: GM Dave Berry &
Robert Nye, SM Robert Nye, PD Dave Berry &
Tom Edge, BM Robert Nye, CE Harry Huff &
Bill Gaston, ND Winston Hensley, Librarian
Janie Gwinn, Prod. Mike Reynolds, Music Dept.
Greg Simmons & Charlie Thompson.

UNIVERSITY OF NORTH CAROLINA:
WUNC-FM, 1—Swain Hall, Chapel Hill, North
Carolina 27514, 2—919-933-2311, 4—FM,
50,000w, 91.5mhz, Non-comm., 5—On air 5
days, 20 hrs. per week, 9—Estab: 1952, Staff:
40, 10—Format: Cultural-informational,
11—School enrollment: 16,000, 13—Dept.
Head: Dr. Wesley H. Wallace, 14—FA: Donald
B. Upham, 15—Personnel: GM Donald B. Up-
ham (F), PD Don Lindley, CE George B. Grills,
Jr. (F), ND Richard Broom, Prod. Mgr. Terry
Henderson.

UNIVERSITY OF NORTH CAROLINA at
Greensboro: WEHL, 1—Greensboro, N.C.
27412, 3—Southern, 6—IBS.

UNIVERSITY OF NORTH CAROLINA at
Greensboro: WUAG, 1—1000 Spring Garden
Street, Greensboro, N.C. 27412,
2—919-379-5405, 3—Southern, 4—FM, 10w,
89.9mhz, Non-comm., 5—On air 5 days, 30 hrs.
per week, 6—NAEB, IBS, 7—NER, 9—Estab:
July, 1964, Staff: 6, 10—Format: MOR to Clas-
sical, Educational features, 11—School enroll-
ment: 7,000, Po. Aud: 120,000, 13—Dept.
Head: Emil W. Young, Jr., 15—Personnel: GM
Emil W. Young, Jr., PD Emil W. Young, Jr., CE
Emil W. Young, Jr.

WAKE FOREST UNIVERSITY: WFDD-FM & CC, 1-Box 7405, Reynolda Station, Winston-Salem, N.C. 27109, 2-919-725-9711, ext. 218, 3-Southeast, 4-CC & FM, 650kc, FM-88.5mc, 36000w-FM, Non-comm., 5-On air 7 days, 80 hrs. per week, 6-NAEB, IBS, 7-NER, 9-Estab: AM-1948, FM-1961, Staff: 20, 10-Format: Educational programs and Classical Music with Popular Music in late eve., 11-School enrollment: 3500, Po. Aud: 1 million, 13-Dept. Head: J.C. Burroughs, Jr., 14-FA: Dr. Julian C. Burroughs, Jr., 15-Personnel: GM Dr. Julian C. Burroughs, Jr. (F), PD Miss Susan Carter, CE Mr. Lewis Kanoy, Stu. Sta. Mgr. Richard Honeycutt.

WESTERN CAROLINA COLLEGE: WWOV, 1-Cullowhee, N.C. 28723, 3-Southern, 6-IBS.

NORTH DAKOTA

NORTH DAKOTA STATE UNIVERSITY: KDSU-FM, 1-Ceres Hall, Fargo, N.D. 58102, 2-701-237-8321, 237-8215, 4-FM, 1.26kw, 91.9mhz, Non-comm., 5-On air 6 days, 27 hrs. per week, 6-NAB, NAEB, North Dakota Broad. Assn., 7-MBS, NERN, 9-Estab: January, 1966, Staff: 20, 10-Format: Wide Variety: Classics, Jazz, Rock, Blues, Folk, News commentary, Educational features, 11-School enrollment: 6000, Po. Aud: 100,000, 13-Dept. Head: C.H. Logan, 15-Personnel: GM C.H. Logan (F), PD John Tilton (F), CE Jim Hetland (F).

THE UNIVERSITY OF NORTH DAKOTA: KFJM, 1-Box 8116, Grand Forks, N.D. 58201, 2-701-777-2577, 4-AM, 1kwD, 1370 khz, Non-comm., 5-On air 7 days, sunrise to sunset, 6-NAEB, NAB, NDBA, 7-NER, 9-Estab: August 13, 1923, 10-Format: Classical, Educational & Pop, 11-School enrollment: 8000, Po. Aud: 250,000, 13-Dept. Head: Dr. Bernard J. Brommel, 14-FA: David Beach, 15-Personnel: GM David E. Beach (F), Dir. of Dev. Myron M. Curry (F), CE C.J. Thomforde (F), Chief Tech. David M. Schroeder, Sec. Mrs. Eldora Mueller.

OHIO

ANTIOCH COLLEGE: WYSO, 1-Antioch Union, Yellow Springs, Ohio 45387, 2-513-767-7715, 4-CC & FM, 750w, ERP, 91.5mhz, Non-comm., 5-On air 7 days, 56 hrs. per week, 9-Estab: 1958, Staff: 4, 10-Format: Educational, 11-School enrollment: 2000, 15-Personnel: GM Tim Mabec.

ASHLAND COLLEGE: WRDL-FM, 1-401 College Avenue, Ashland, Ohio 44805, 2-419-324-4561, 4-FM, ERP 1300w, 88.1mhz, Non-comm., 5-On air 5 days, 50 hrs. per week, 6-NAEB, 9-Estab: October, 1967, Staff: 5, 10-Format: All Types, 11-School enrollment: 2,500, Po. Aud: 35,000, 13-Dept. Head: Dr. Ronald Kern, 14-FA: Richard Leidy, 15-Personnel: GM Robert Lewis (F), PD Michael Rodgers, CE William Winter, Per. Dir. Craig Whitmore.

BALDWIN-WALLACE COLLEGE: WBWC, 1-Box A-2 (College Union), Berea, Ohio 44017, 2-216-243-5008, Ext. 326, 4-FM, 10w, 88.3mhz, Non-comm., 5-On air 7 days, 54 hrs. per week, 7-Metromedia, Trafco, 8-Rep-Fredrick W. Smith, 9-Estab: April, 1, 1958, Staff: 26, 10-Format: Top 40, Progressive, 11-School enrollment: 3000, Po. Aud: 30,000, 12-1 min. rate \$2.50, 14-FA: Dr. Whiteman, 15-Personnel: GM Gerald Baron, PD Aristotel Papadimoulis, BM Frank J. Fuhs, CE Richard D. Webner, ND Kevin Florence, MD Marcus G. Edging.

CENTRAL STATE UNIVERSITY: WCSU-FM, 1-Jenkins Hall, Wilberforce, Ohio 45384, 2-513-376-7223, 3-Great Lakes, 4-FM, 250w, 88.9mhz, Non-comm., 5-On air 7 days, 99 hrs. per week, 6-NAB, IBS, 9-Estab: Jan. 1, 1962, Staff: 33, 10-Format: MOR, 11-School enrollment: 2500, Po. Aud:

200,000, 15-Personnel: GM LaRue Turner (F), PD Willis Parker (F), CE Mr. Turner.

DEFIANCE COLLEGE: WDCW, 1-701 N. Clinton, Defiance, Ohio 43512, 2-419-784-4010, ext. 124, 4-CC, 580khz, Comm., 5-On air 5 days, 40 hrs. per week, 9-Estab: January, 1964, Staff: 30, 10-Format: Up Tempo, 11-School enrollment: 1200, Po. Aud: 800, 12-1 min. rate \$1.00, 14-FA: William Thayer, 15-Personnel: GM Dave Prager, PD Bob Zimny, CE Richard Relue.

HEIDELBERG COLLEGE: WHCR, 1-Heidelberg College, Tiffin, Ohio 44883, 2-419-447-2310, ext. 295, 3-Great Lakes, 4-CC, 660khz, Non-comm., 5-On air 7 days, 56 hrs. per week, 9-Estab: Sept., 1949, Staff: 45, 10-Format: Mixed music, Educational, 11-School enrollment: 1200, Po. Aud: 900, 14-FA: Ed Murphy, 15-Personnel: GM David Harsh, PD William Jordan, BM Staton Ching, CE Paul Foley, ND Tim Irwin, CA Richard O'Dell, Dir. of Ed. Rad. Peter Sword.

HIRAM COLLEGE: WHRM, 1-Hiram, Ohio 44234, 3-Great Lakes, 6-IBS.

JOHN CARROLL UNIVERSITY: WABU-FM, 1-University Heights, Cleveland, Ohio 44118, 2-216-491-4438, 4-FM, 10w, 88.9mhz, Non-comm., 5-On air 7 days, 59.5 hrs. per week, 9-Estab: 1 month, Staff: 20, 10-Format: Progressive Rock & Folk (Educational), 11-School enrollment: 4,000, 13-Dept. Head: M. G. Dalfonzo, 14-FA: U.S. Klein, 15-Personnel: GM M.G. Dlafonzo (F), PD William Butaca, BM William Petrovic, CE M.G. Dalfonzo, ND J.R. Wasdovich, Mus. Dir. Ted Cohen.

KENYON COLLEGE: WKCO, 1-P.O. Box 321, Gambier, Ohio 43022, 2-614-427-2244, 4-WW, 580kc, Comm., 5-On air 77 hrs. per week, 9-Estab: 1946, Staff: 40, 10-Format: Rock, R&B, Classical, Folk, 11-School enrollment: 1100, Po. Aud: 1100, 12-One min. rate \$1.00, 14-FA: Dr. Franklin Miller, 15-Personnel: GM Robert Mayer, SM William Cline, PD Thomas Moore, CE Seth Black, ND Martin Greene.

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MOUNT UNION COLLEGE: WRMU, 1-219 W. State St., Alliance, Ohio 44601, 2-216-821-5320 ext. 73, 216-823-2414, 3-Great Lakes, 4-WW, FM & CP pending, 91.7mhz-FM, 3000w, 5-On air 6 days, 51 hrs. per week, 6-IBS, 9-Estab: January 10, 1966, Staff: 30, 10-Format: Educational & Cultural (30% Classical music, 50% Talk), 11-School enrollment: 1200, Po. Aud: When FM-400,000, 14-FA: Charles R. Morford, 15-Personnel: GM David Booth, PD Steve Garwood, BM Tom Mackall, CE James Woodruff.

MUSKINGUM COLLEGE: WMCO, 1-Cambridge Hall, New Concord, Ohio 43762, 3-Great Lakes, 4-FM, 10w, 91.1mc, Non-comm., 6-IBS.

OTTERBEIN COLLEGE: WOBN, 1-Westerville, Ohio 43081, 3-Great Lakes, 6-IBS.

UNIVERSITY OF AKRON: WAUP-FM, 1-302 E. Buchtel Ave., Akron, Ohio 44304, 2-216-762-2112, 3-Midwestern, 4-FM, 2.88kw, 88.1mhz, Non-comm., 5-On air 6 days, 36 hrs. per week, 6-OAB, NAEB, BFA, IBS, 7-NERN, 9-Estab: Dec. 5, 1962, Staff: 40, 11-School enrollment: 18,000, Po. Aud: 300,000, 13-Dept. Head: William Maurides, 14-FA: William Maurides, 15-Personnel: GM George Gulbis, PD Ron Baker, CE Earl Coolman (F), ND Bob Long.

UNIVERSITY OF CINCINNATI: WFIB, 1-124 Emery Hall, Cincinnati, Ohio 45221, 3-Great Lakes, 4-CC, 800kc, Comm., 6-IBS, 10-Format: Block.

WESTERN RESERVE UNIVERSITY: WRAR, 1-Cleveland, Ohio 44106, 3-Great Lakes, 6-IBS.

WITTENBERG UNIVERSITY: WUSO-FM, 1-Box 749, Wittenberg University, Springfield, Ohio 45501, 2-513-327-6415, 4-FM, 10w, 89.1mc, Non-comm., 5-On air 7 days, 55 hrs. per week, 6-NAEB, 9-Estab: February 20, 1966, 10-Format: Easy Listening, News, Education, Folk, Jazz, etc., 11-School enrollment: 2400, Po. Aud: 3500, 14-FA: J. Robert Wills, 15-Personnel: GM Larry Chase, PD Frank Lawson, BM Cheryl Jannette, CE Chris Millay, ND Bob Pratt, Ass't. Gregg Huddleston, Lee Stephens (Miss).

XAVIER UNIVERSITY: WCXU, 1-Victory Parkway, Cincinnati, Ohio 45207, 2-513-853-3542, 3-Great Lakes, 4-WW, 600khz, Comm., 5-On air 6 days, 72 hrs. per week, 8-Campus Media, 9-Estab: Dec. 1957, Staff: 20, 10-Format: MOR, Rock, News, 11-School enrollment: 6000, Po. Aud: 1800, 12-1 min. rate \$2, 13-Dept. Head: Rev. L.J. Flynn, S.J., 14-FA: John G. Maupin, 15-Personnel: GM David Schackmann, PD Harry Traynor, CE Bill Eggerding, ND Mike Martin.

OKLAHOMA

CENTRAL STATE COLLEGE: KCSC-FM, 1-400 E. Hurd, Edmond, Okla. 73034, 2-405-341-2930 ext. 315, 4-FM, 28500 ERP, 90.1khz, Non-comm., 5-On air 6 days, 100 hrs. per week, 6-NAB, 9-Estab: March, 1966, Staff: 14, 10-Format: Top-of-Road and Classical, 11-School enrollment: 11,000, Po. Aud: 800,000, 13-Dept. Head: Max O. Davis, 14-FA: Max O. Davis, 15-Personnel: GM Max O. Davis (F), PD John Kennamer, CE L.D. Ewy, ND Alan Kelly.

NORTHERN OKLAHOMA COLLEGE: KMAV, 1-NOC Campus, Tonkawa 74653, 2-405-628-2581, 4-CC, 710kc, Comm., 5-On air 7 days, 119 hrs. per week, 9-Staff: 30, 10-Format: Rock, 11-School enrollment: 1200, Po. Aud: 900, 14-FA: Richard Finton.

OKLAHOMA STATE UNIVERSITY: KOSU-FM, 1-Communications Bldg, OSU, Stillwater, Okla. 74074, 2-405-372-6211 ext. 6028, 4-FM, 220w, 91.7mhz, Non-comm., 5-On air 7 days, 84 hrs. per week, 6-Okla. Broadcasters Assn., 9-Estab: 1956, Staff: 45, 10-Format: Classical, 11-School enrollment: 20,000, Po. Aud: 50,000, 13-Dept. Head: Dr. R.P. Lacy, 14-FA: Dr. M.C. Topping, 15-Personnel: GM Ron Bryant, Ass't. Mgr. Gary Schaefer, CE John Mason (F), ND Charles Halliburton, Lib. Tom Ahlgrimm.

OKLAHOMA STATE UNIVERSITY: KVRO-FM, 1-Communications Bldg., OSU, Stillwater, Okla. 74074, 2-405-372-6000, 3-Southwest, 4-FM, 294w, 105.5mhz, Comm., 5-On air 7 days, 168 hrs. per week, 6-NAB, Okla. Broadcasters Assn., IBS, 7-ONN, ABC, 8-R&R Reps-Regional, Campus Media, Inc.-National, 9-Estab: 1947, Staff: 75, 10-Format: Contemporary rock to teens, col-

lege students and young adults, 11—School enrollment: 20,000, Po. Aud: 50,000, 12—1 min. rate \$3.15, 13—Dept. Head: Dr. R.P. Lacy, 14—FA: Mr. Jack Deskin, GM Ed Meyer-ing, SM Art Tate, PD Jack Wagoner, CE John Mason (F), ND Charles Halliburton, Prod. Dir. Mike Grant.



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LINFIELD COLLEGE: KLIN, 1—McMinnville, Oregon 97129, 3—Northwest, 6—IBS.

PACIFIC UNIVERSITY: KPUR, 1—Box 678, Forest Grove, Oregon 97116, 3—Northwest, 4—CC, 660kc, Non-comm., 6—IBS.

REED COLLEGE: KRRC, 1—3203 SE Woodstock, Portland, Oregon 97202, 3—Northwest, 4—FM, 10w, 89.3mc, Non-comm., 6—IBS.

UNIVERSITY OF OREGON: KWAX-FM, 1—Villard Hall, Eugene, Oregon 97403, 2—503-342-1411, Ext. 2418, 4—FM, 400w, 91.1mhz, Non-comm., 5—On air 6 days, 50 hrs. per week, 7—Oregon Collegiate Broadcasting System OCBS, 9—Etab: March 1951, Staff: 30, 10—Format: Folk, Rock, Jazz, and Classical Music and locally produced news and public affairs, 11—School enrollment: 15,000, Po. Aud: 175,000, 13—Dept. Head: Dr. John R. Shepherd, Dir. Broadcast Communication Area, 14—FA: Dr. Ronald E. Sherriffs, 15—Personnel GM Howard Hoyd, PD Bob Smith, CE Lee Wood, ND Robin Roy, Prod. Co-ordinator John Calahan, Music Dir. Matt McCormick.

PENNSYLVANIA

ALBRIGHT COLLEGE: WXAC, 1—Box 111, Reading, Pa. 19604, 3—Mid Atlantic, 4—CC, 640kc, Non-comm.; FM, 10w, 91.3mc, Non-comm., 6—IBS.

ALLEGHENY COLLEGE: WARC-FM, 1—Box 28, Allegheny College, Meadville, Pa. 16335, 2—814-337-3251, Ext. 283, 3—Great Lakes, 4—FM, 33w, 90.3mhz, Non-comm. (also CC), 5—On air 7 days, 95 hrs. per week, 6—IBS,

7—ABC Contemporary, 9—Etab: 1963, Staff: 75, 10—Format: Progressive Rock 35%, Rock 40%, News 10%, Educational & Exchange 15%, 11—School enrollment: 1,500, Po. Aud: 17,000, 15—Personnel: GM Doug Miles, PD Russ Wilbur, BM Bill Davis, CE Jim Dellon, Music Dir. Brucie Delucia.

BUCKNELL UNIVERSITY: WVBU, 1—Lewisburg, Pa. 18737, 3—Mid Atlantic, 4—FM, 10w, 90.5mc, Non-comm.; CC, 640kc, 6—IBS.

CARNEGIE-MELLON UNIVERSITY: WRCT, 1—5000 Forbes Ave., Pittsburgh, Pa. 15213, 2—412-621-9728, 3—Mid-Atlantic, 4—WW, 200w, 900khz, Comm., 5—On air 7 days, 169 hrs. per week, 6—IBS, 7—ABC (Information), 8—Rep-Campus Media Inc., 9—Etab: 1947, Staff: 65, 10—Format: Rock, 11—School enrollment: 5,000, Po. Aud: 3,000, 12—1 min. rate: \$3.50, 14—FA: Dr. Denton Beal, 15—Personnel: GM Philip R. Chimes, SM Glen H. Smith, PD Jeff Bloom, Chuck Silverman, BM Philip W. Snyder, ND Scott W. Tilden.

DICKINSON COLLEGE: WDCV, 1—Box 640, Carlisle, Pa. 17013, 2—717-249-2200, 717-249-2205, 3—Mid-Atlantic, 4—AM & FM, 640khz, 91.5mhz, Comm., 5—On air 7 days, 126 hrs. per week, 6—IBS, 7—UPI Audio, 8—Rep-Campus Media, Inc., 9—Etab: 1964, Staff: 80, 10—Format: Top 40 (MOR), 11—School enrollment: 1,500, Po. Aud: 3,500, 12—1 min. rate: \$1.20, 14—FA: Dr. Neil Wolfe, 15—Personnel: GM Earl Douple, SM Randy Dooway, PD Robert Wallace, BM Hal German, Jr., CE John Englander, ND Ed Lichtenstein, Sp. Dir. Joe Amsterdam.

DUQUESNE UNIVERSITY: WDUQ-FM, 1—Pittsburgh, Pa. 15219, 2—412-471-4600, Ext. 346, 4—FM, 2.75kw ERP, 91.5mhz, Non-comm. 5—On air 6 days, 48 hrs. per week, 6—NAEB, 7—NER, 8—B. Kendall Crane, 9—Etab: 12-15-49, Staff: 8, 10—Format: Brady varied ("old time radio"), 11—School enrollment: 9,500, Po. Aud: 50,000, 15—Personnel: Director B. Kendall Crane (F), CE Fred McWilliams.

EDINBORO STATE COLLEGE: WJKB, 1—Box 561, Edinboro, Pa. 16412, 2—732-6911 or 734-1041, 3—Great Lakes, 4—WW, 560kc, Comm., 5—On air 7 days, 168 hrs. per week, 9—Etab: March 10, 1966, Staff: 50, 10—Format: Top 40, MOR, Psychedelic, 11—School enrollment: 7,600, Po. Aud: 10,000, 12—1 min. rate: \$1.50, 13—Dept. Head: Darby Giles, P.D., 14—FA: Mr. Robert Wallace, 15—Personnel: GM Jack O'Brien, SM Diana Malakis, PD Darby Giles, BM Dennis Chamberlain, CE John Sajewski, ND Robert Munson.

ELIZABETHTOWN COLLEGE: WWEC, 1—Elizabethtown College, Elizabethtown, Pa. 17022, 2—717-367-1151, Ext. 229, 3—Mid-Atlantic, 4—WW, 740khz, Comm., 5—On air 7 days, 9—Etab: 1963, Staff: 60, 10—Format: Top 40, 11—School enrollment: 1,450, Po. Aud: 1,000, 12—1 min. rate: Class A \$1, 13—Dept. Head: Jobie E. Riley, 14—FA: Richard Lytle, 15—Personnel: GM John Messimer, SM Steve Miller, PD Gregory Hill, BM Greg Hill, CE Jerry Morganthall, ND Dave Homsher, Music Dir. Paul Metzger.

FRANKLIN & MARSHALL COLLEGE: WWRM, 1—Lancaster, Pa. 17604, 3—Mid-Atlantic, 6—IBS.

GENEVA COLLEGE: WGEV-FM, 1—Beaver Falls, Pa. 15010, 2—412-846-5100, 3—Great Lakes, 4—FM, 15w, 88.3mhz, Non-comm., 5—On air 7 days, 100 hrs. per week, 6—NAB, IBS, 9—Etab: 1965, Staff: 60, 10—Format: Varied Pop to Classical, 11—School enrollment: 2,000, Po. Aud: 13,000, 13—Dept. Head: Mr. Mike Emerick, 14—FA: Mr. Mike Emerick, 15—Personnel: GM James H. Workley, PD Tom Lewis, CE Mr. John Schaefer

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(F), ND Tom Lenz, Traffic Dir. Marge Furnival, Prom. Dir. Bob Headland, Tech. Dir. Erik Bsertnes, Asst. Mgr. Mark Overgard.

GETTYSBURG COLLEGE: WWGC, 1—Gettysburg, Pa. 17325, 3—Mid Atlantic, 6—IBS.

GROVE CITY COLLEGE: WSAJ-AM & FM, 1—Memorial Avenue, Grove City, Pa. 16127, 2—412-458-9352, 3—Great Lakes, 4—CC & FM, FM-10w, AM-1340kc, FM-89.5mc, Non-comm., 5—On Air AM-3 days, 4 hrs. per week, FM-7 days, 32 hrs. per week, 6—NAEB, NER, NERN, 7—NERN, 9—Etab: AM-April, 1920, FM-Sept., 1968, Staff: 40, 10—Format: Variety, 11—School enrollment: 2000, Po Aud: 9000, 14—FA: Dale O. Smock, David M. Dayton, Col. John Cole, 15—Personnel: GM Thomas Bowen, PD Diana Rein, BM Peter Metzloff, CE Dale O. Smock (F), ND Wayne Voltz, Music Dir. Frank Sommerfield, Traffic Dir. Valerie Goff, Tech. Dir. Donald Camp.

KUTZTOWN STATE COLLEGE: WKSC, 1—Kutztown, Pa. 19530, 3—Mid Atlantic, 6—IBS.

LAFAYETTE COLLEGE: WJRH, 1—Easton, Pa. 18042, 3—Mid Atlantic, 6—IBS.

LEIGH UNIVERSITY: WLVR, 1—Bethlehem, Pa. 18015, 2—215-868-4121, 3—Mid Atlantic, 4—CC, 690kc, Comm., 5—On air 6 days, 52 hrs. per week, 6—IBS, 9—Etab: 1961, 10—Format: easy listening, progressive, 11—school enrollment: 3200, Po. Aud: 3000, 13—Dept. Head: Prof R. J. Sullivan, 14—Samuel I. Conner.

LEIGH UNIVERSITY: WLRN, 1—Bethlehem, Pa. 18015, 2—215-868-4121, 4—CC, 640kc, Comm., 5—On air 7 days, 65 hrs. per week, 9—Etab: 1946, 10—Format: rock, 11—School enrollment: 3200, Po. Aud: 3000, 12 & 13—same as WLVR.

LYCOMING COLLEGE: WLCR, 1—Williamsport, Pa. 17704, 3—Mid Atlantic, 6—IBS.

MANSFIELD STATE COLLEGE: WNTE, 1—Mansfield, Pa. 16933, 3—Mid Atlantic, 6—IBS.

MILLERSVILLE STATE COLLEGE: WMSR, 1-Millersville State College, Millersville, Penn. 17551, 2-717-872-5411, 3-Mid Atlantic, 4-WW, 600khz, Comm., 5-On air 7 days, 108 hrs. per week, 9-Estab: April, 1967, Staff: 95, 10-Format: Contemporary, MOR & Top 40, 11-School enrollment: 5000, Po. Aud: 5000, 12-1 min rate \$3.00, 14-FA: Dr. George Francis, Mr. William J. Wright, 15-Personnel: GM Michael J. Decker, PD Bonnie Haines, BM Earl L. Boltz, CE Lee W. Schick, ND Robert T. Collins.

MORAVIAN COLLEGE: WRMC, 1-Moravian College, Bethlehem, Pa. 18018, 2-215-868-6229, 3-Mid-Atlantic, 4-CC, 640khz, Comm., 5-On air 5 days, 40 hrs. per week, 6-IBS, 9-Estab: 1960, Staff: 20, 10-Format: Music, Information, Sports-Play-by-play, 11-School enrollment: 1,250, Po. Aud: 500+, 14-FA: J. M. Beecher, 15-Personnel: GM Jeffrey Heim, PD Michael Rotondo, BM Bryan Kocher, CE Alan Strauss.

MUHLBERG COLLEGE: WMUH-AM, WMUH-FM, 1-Box 10-B, Allentown, Pa., 18104, 2-215-433-5957, 3-Mid-Atlantic, 4-CC & FM, FM-10w, AM-640kc, FM-89.7mc, AM-Comm., FM-Non-comm., 5-On air AM-7, FM-7 days, AM-168 hrs. per week, FM-190 hrs. per week, 6-IBS, 7-KCRN, PCRN, KEY-STONE, 9-Estab: AM-1949, FM-1966, Staff: 100, 10-Format: AM-music, campus news; FM-educational, 11-School enrollment: 1,500, Po. Aud: 110,000, 12-1 min rate: \$.50 on AM, 14-FA: Mr. Griffith Dudding, 15-Personnel: GM Ralph A. Johnson III, SM Philip H. Jochem, PD D. Philip Van Weiren, CE John A. Gore, ND Kenneth L. Reichley, Sports Dir. Scott A. Melnick, Pub. Rela. Robert Arthur Young.

PHILADELPHIA WIRELESS TECHNICAL INSTITUTE: WPWT-FM, 1-1533 Pine Street, Philadelphia, Pa. 19102, 2-215-546-0245, 4-FM, 91.7mhz, Non-comm., 5-On air 37.5 hrs. per week, 8-W.W. Zerfing, 9-Estab: Oct. 1949, Staff: 8, 10-Format: Varied, 11-School enrollment: 600, Po. Aud: 250,000, 14-FA: W. W. Zerfing, 15-Personnel: GM H. A. Raske (F), PD T. J. McFarland, CE W. W. Zerfing (F), ND E. Cromwell, DJ Drew Stewart, Ron Felder.

ST. FRANCIS: KSFC, 1-St. Francis, Loretto, Pa. 15940, 2-814-472-7000 Ext. 287, 3-Great Lakes, 4-WW, 590khz, Non-comm., 5-On air 7 days, 79 hrs. per week, 9-Estab: October 1948, Staff: 50, 10-Format: Top 40, 11-School enrollment: 1,600, Po. Aud: 1,600, 14-FA: Fr. Paschal Mino T.Q.R., 15-Personnel: GM Tom Pishioneri, PD Jim Langton, CE Joe Clauss, ND Gary Mutka.

SAINT VINCENT COLLEGE: WSVL, 1-Latrobe, Pa. 15650, 3-Mid-Atlantic, 6-IBS.

SHIPPENSBURG STATE COLLEGE: WSYC-AM, 1-Box 219 Old Main, Shippensburg, Pa. 17257, 2-717-532-6006, 3-Middle Atlantic, 4-CC, 640khz, Comm., 5-On air 7 days, 69 hrs. per week, 6-IBS, 9-Estab: Nov. 1963, Staff: 45, 10-Format: Weekly 12 hrs. Middle of the Road, 57 hrs. Top 30 Rock, 11-School enrollment: 4,000, Po. Aud: 3,200, 12-1 min. rate: \$1.06-\$2.00, 13-Dept. Head: Dr. Hinz, 14-FA: Mr. Armstrong, Mr. Colley, 15-Personnel: GM Mike Byers, SM Bob Repetz, PD Denny Troutman, BM Pat Kelly, CE Russ Zeiters, ND Tim Taylor, Music Dir. Ron Anderson, Personnel Mgr. Judy Zarr.

SLIPPERY ROCK STATE: WNFT, 1-North Hall, Slippery Rock, Pa. 16057, 2-412-794-4250, 3-Northeast, 4-CC, 600kc, Comm., 5-On air 7 days, 114 hrs. per week, 6-IBS, 9-Estab: Jan. 1962, Staff: 50, 10-Format: Top 40, 11-School enrollment: 4,500, Po. Aud: 3,000, 12-1 min. rate: \$.25, 13-Dept. Head: Jay Doudna, 14-FA: Lynda Toth, 15-Personnel: GM Edward Pete, SM Edward

Pete, PD Jay Doudna, BM John Balmer, CE Gerard Hahn, ND Mark French.

SUSQUEHANNA UNIVERSITY: WQSU, 1-Susquehanna University, Selinsgrove, Pa. 17870, 2-717-374-1804, 3-Mid-Atlantic, 4-WW & FM, 91.5mhz, WW-Comm., FM-Non-comm., 5-On air 7 days, 80 hrs. per week, 6-IBS, Keystone, 9-Estab: August, 1967, Staff: 60, 10-Format: Informational, Pop, Classic, etc., 11-School enrollment: 1,200, Po. Aud: 10,000, 13-Dept. Head: Larry D. Augustine, 14-FA: Larry D. Augustine, 15-Personnel: GM Larry D. Augustine (F), SM Bruce Ficken, PD Marlow Bollinger, BM Denny Hall, CE Jim Herb (F), ND Jim Tolley, TD Dave Lightcap, Sta. Mgr. Bruce Ficken.

SWARTHMORE COLLEGE: WSRN, 1-Swarthmore College Radio, Swarthmore, Pa. 19081, 2-215-543-0200, Ext. 384, 3-Middle Atlantic, 4-CC, 640kc, Comm., 5-On air 6 days, 67 hrs. per week, 6-IBS, 7-CBS, 9-Estab: 1946, re-estab: 1964, Staff: 65, 10-Format: College student (Folk, Progressive Rock with some Classical, Jazz & other), 11-School enrollment: 1,100, Po. Aud: 1,100, 14-FA: Paul C. Manglesdorf, 15-Personnel: Sta. Mgr. Jonathan R. Lax, SM Wilbert J. Greenhouse, PD David R. Dye, BM Maurice Martin, CE William Everett, Music Dir. Bob Abrahams, Richard Wilson.

TEMPLE UNIVERSITY: WRTI-FM, 1-Annenberg Hall, Philadelphia, Pa. 19122, 2-215-787-8405, 4-FM, 790w, 90.1mhz, Non-comm., 5-On air 7 days, 119 hrs. per week, 6-NAB, PAB (Pa. Assoc. Broadcast), 9-Estab: July 9, 1953, Staff: 40, 10-Format: Jazz with scattered information throughout, 11-School enrollment: 40,000, Po. Aud: 2,500,000, 13-Dept. Head: Dr. Gordon Gray, 14-FA: Mr. Robert E. Kassi, 15-Personnel: Sta. Mgr. Robert E. Kassi (F), Oper. Mgr. Dena Shuman, PD Joe Regelski, Prom. Mgr. Steve Medoff, CE John Wright, ND Len Loev, Sports Dir. Fred Woskoff, Documentary Dir. Steve Leslie.

THIEL COLLEGE: WPRR, 1-Greenville, Pa. 16125, 3-Mid-Atlantic, 6-IBS.

UNIVERSITY OF PENNSYLVANIA: WXPB, 1-3417 Spruce Street, Philadelphia, Pa. 19104, 2-215-594-5601, 4-CC & FM, 3900w, 730khz-AM, 88.9-FM, Comm.-AM, Non-comm.-FM, 5-On air 7 days, 168 hrs. per week, 9-Estab: 1945, Staff: 150, 10-Format: AM-Top 40, FM-Progressive, 11-School enrollment: 19,000, Po. Aud: AM-5,000, FM-5,000,000, 12-AM \$3.30, 14-FA: Colby Smith, 15-Personnel: GM Arthur Sando, SM Vicki Solomon, PD Frank Fitzmaurice, BM Steve Finkler, CE Jay Tarler, ND Kent Klauens.

UNIVERSITY OF PITTSBURGH: WPGH, 1-311 Schenley Hall, Pittsburgh, Pa. 15213, 3-Mid-Atlantic, 4-CC, 820kc, Comm., 6-IBS.

VILLANOVA UNIVERSITY: WVUU, 1-Villanova, Pa. 19085, 3-Mid-Atlantic, 6-IBS.

WASHINGTON & JEFFERSON COLLEGE: WAJC, 1-Washington, Pa. 15301, 3-Mid-Atlantic, 4-CC, 900kc, Comm., 6-IBS.

WEST CHESTER STATE COLLEGE: WCSC, 1-Lawrence Center, West Chester, Pa. 19380, 2-215-436-2477, 3-Mid-Atlantic, 4-AM, 640khz, Non-comm., 5-On air 7 days, 126 hrs. per week, 6-IBS, 9-Estab: 1964, Staff: 40, 10-Format: Rock, Pop, 11-School enrollment: 7,000, Po. Aud: 5,000, 14-FA: Brent Kaplan, 15-Personnel: GM Mark A. Goldstein, PD James Naulty, BM Bruce Oldham, CE William Wilson, ND Eileen Ramspacker, Personnel Dir. William Kaye.

WESTMINSTER COLLEGE: WKPS, 1-New Wilmington, Pa. 16142, 3-Mid-Atlantic, 6-IBS.

WILSON COLLEGE: WLCV, 1-Chambersburg, Pa. 17201, 3-Mid-Atlantic, 6-IBS.

PUERTO RICO

INTER AMERICAN UNIVERSITY: RADIO IAU, 1-Box 475 Sta. 1, San German, Puerto Rico 00753, 2-892-1095, Ext. 233, 4-WW, 570kc, Non-comm., 5-On air 5 days, 30 hrs. per week, 9-Estab: 1964, Staff: 6, 10-Format: Educational, Entertainment, 11-School enrollment: 1,500, Po. Aud: 2,000, 13-Dept. Head: Henry Hoffman, 14-FA: Arthur Landmark.

RHODE ISLAND

BROWN UNIVERSITY-PEMBROKE COLLEGE: WBRU, 1-75 Waterman Street, Providence, R.I. 02912, 2-401-863-2892, 3-Northeastern, 4-CC & FM, 20,000w-FM, 570khz-AM, 95.5mhz-FM, Comm., 5-On air 7 days, 130 hrs. per week, 6-NAB, IBS, 7-American FM Net., 8-Rep-Gert Bunchez & Associates, St. Louis, 9-Estab: AM-1938, FM-1966, Staff: 45, 10-Format: AM-Top 40, FM-Progressive Rock, 11-School enrollment: Brown Univ.-2500, Pembroke Col.-1000, Po. Aud: AM-3500, FM-2.5 million, 12-1 min. rate \$4.00-FM, 13-Dept. Head: Vito A. Perillo, 15-Personnel: GM James D. Schantz, SM Samuel J. Merrell, PD Vito A. Perillo, BM Carl C. Chan, CE Davidson Corry, ND Ralph E. Begleiter, PR Germaine Z. Cummings.

PROVIDENCE COLLEGE: WDOM, 1-Providence, R.I. 02908, 3-Mid Atlantic, 6-IBS.

UNIVERSITY OF RHODE ISLAND: WRIU, 1-Memorial Union, Kingston, R.I. 02881, 3-Mid Atlantic, 4-CC, 580kc, FM 10w, 91.1mc, Comm., 6-IBS.

SOUTH CAROLINA

CLEMSON UNIVERSITY: WSBF, 1-Clemson, S.C. 29632, 3-Southern, 4-CC, 600kc, FM, 10w, 88.1mc, Non-comm., (cp 89.3mc, 5.1kw), 6-IBS.

ERSKINE COLLEGE: WARP, 1-Due West, S.C. 29639, 3-Southern, 6-IBS.

FURMAN UNIVERSITY: WFBA, 1-Highway 25, Greenville, S.C. 29613, 3-Southern, 4-CC, 600kc, Comm., 6-IBS.

WINTHROP: WCRO, 1-Oakland Ave., Rock Hill, South Carolina 29730, 2-803-328-5321, 3-Southern, 4-WW, 640khz, Non-comm., 5-On air 5 days, 25 hrs. per week, 6-IBS, 9-Estab: March 27, 1961, Staff: 15, 10-Format: Rock to Classical, 11-School enrollment: 3500, Po. Aud: 3000, 13-Dept. Head: Buddy Fields, 14-FA: Roy Flynn, 15-Personnel: GM Buddy Fields, Stu. Mgr. Cissy Moore, PD Terry Baty, CE C.P. Fields.

SOUTH DAKOTA

SIOUX FALLS COLLEGE: KSFC, 1-Sioux Falls, S.D. 57101, 3-North Central, 6-IBS.

TENNESSEE

BETHEL COLLEGE: WVBC, 1-McKenzie, Tenn. 38201, 3-Southern, 6-IBS.

EAST TENNESSEE STATE UNIVERSITY: WETS, 1-Johnson City, Tenn. 37601, 3-Southern, 4-CC, 630kc, Comm., 6-IBS.

FREED-HARDEMAN COLLEGE: WFHC, 1-Henderson, Tenn. 38340, 3-Southern, 6-IBS.

MEMPHIS STATE UNIVERSITY: WTGR, 1-Memphis, Tenn. 38111, 3-Southern, 6-IBS.

MIDDLE TENNESSEE STATE UNIVERSITY: WMOT-FM, 1-Box 3, Middle Tennessee Station, Murfreesboro, Tenn. 37130, 2-615-893-2947, 4-FM, 1000w, 89.5mhz, Non-comm., 5-On air 7 days, 55 hrs. per week, 6-NAEB, 7-NER, 9-Estab: April 9, 1969, Staff: 35, 10-Format: Adult Rock, Folk, Classical, Psche, 11-School enrollment: 8000, Po. Aud: 1,000,000, 13-Dir. of Broadcasting: Douglas L. Vernier, 15-Personnel: GM Douglas

L. Vernier (F), PD Patrick Jones, CE James Gilmore, ND George J. Traver, Oper. Mgr. Jerry Williams, Prom. Mgr. Donna K. Wilson.

SOUTHERN MISSIONARY COLLEGE: WSMC-FM, 1—Southern Missionary College, Collegedale, Tenn. 37315, 2—615-396-2320, 3—Southeastern, 4—FM, 80,000w, 90.7mhz, Non-comm., 5—On air 7 days, 119 hrs. per week, 6—Tenn. Assoc. of Brcdsters, IBS, 7—Adventist Collegiate Network, 9—Etab: 1962, 10—Format: Educational, Religious, Classical, 11—School enrollment: 1300, Po. Aud: 800,000, 13—Dept. Head: Don Dick, 14—FA: James C. Hannum, 15—Personnel: GM Ray Minnor, PD David Wood, CE Bradley Hyde, ND Don Schmidt, Prod. Dir. Don Self.

TREVECCA NAZARENE COLLEGE: WNAZ-FM, 1—Nashville, Tenn. 37210, 3—Southern, 6—IBS.

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UNIVERSITY OF TENNESSEE: WUOT-FM, 1—1345 Circle Park Drive, Knoxville, Tenn. 37916, 2—615-974-5375, 4—FM, 100,000w, 91.9mhz, Non-comm., 5—On air 7 days, 96 hrs. per week, 6—NAEB, NER, NERN, BFA, TAB, 7—NERN, 8—Raymond Shirley, 9—Etab: October 1949, Staff: 7, 10—Format: Classical, Fine Arts, 11—School enrollment: 23,000, Po. Aud: 1,200,000, 13—Dept. Head: Raymond Shirley, 15—Personnel: GM Raymond Shirley (F), PD Norris Dryer (F), CE Wayne Staff (F).

VANDERBILT UNIVERSITY: WRVU, 1—Nashville, Tenn. 37203, 3—Southern, 6—IBS.

TEXAS

ABILENE CHRISTIAN COLLEGE: KACC, 1—Station ACC, Box 8202, Abilene, Texas 79601, 2—915-672-8441, 3—Southwest, 4—WW, 755khz, Comm., 5—On air 5 days, 35 hrs. per week, 6—Texas Assoc. of Brcdsters., IBS, 8—Rep-Campus Media, Inc., 9—Etab: 1951, Staff: 35, 10—Format: Middle of the Road, 11—School enrollment: 3000, Po. Aud: 1820, 12—1 min. rate \$.75, 13—Dept. Head: Lowell G. Perry, 14—FA: Lowell G. Perry, 15—Personnel: GM Bill Steensland, SM David Himes, Twilla Duncan.

FREED-HARDEMAN COLLEGE: WFHC-FM, 1—Box 721, FHC, Henderson, Tenn. 38340, 2—901-989-7159, 3—Southern, 4—FM, 10w, 91.5mhz, Non-comm., 5—On air 6 days, 54 hrs. per week, 6—NAEB, IBS, 7—Mutual, 9—Etab: March, 1967, Staff: 40, 10—Format: Middle of the Road, Easy Listening, 11—School enrollment: 750+, Po. Aud: 5000, 13—Dept. Head: John Bob Hall, 14—FA: John Bob Hall, 15—Personnel: GM (F), PD Billy Smith, BM (F), CE Bin L. Enochs, ND David Jackson.

ODESSA COLLEGE: KOCV-FM, 1—Box 3752, Odessa, Texas 79760, 2—915-337-5281, 4—FM, 5000w, 91.3meg., Non-comm., 5—On air 60 hrs. per week, 9—Etab: January 6, 1964, Staff: 15, 10—Format: MOR Music, 11—School enrollment: 2800, Po. Aud: 150,000, 13—Wally Jackson, 14—FA: Wally Jackson, 15—Personnel: GM John Carter, PD Mike Barker, CE Charles Debenport.

RICE UNIVERSITY: KTRU, 1—Rice Memorial Center, R.U., Houston, Texas 77001, 2—713-528-4141, ext. 1263, 4—WW, 580khz, Comm., 5—On air 7 days, 160 hrs. per week, 6—IBS, 9—Etab: Nov. 1, 1968, Staff: 30, 10—Format: 33% Progressive, 33% Top 40, 33% Gold, 11—School enrollment: 2600, Po. Aud: 1800, 12—1 min. rate \$2, 14—FA: Dr. R.M. Magid, 15—Personnel: GM John Sorte, SM Bob Westendarp, PD Rick Smith, CE Douglas Delong, ND Robert Baum, Music Dir. Walter Young, Asst. Mgr. Dan Guthrie.

SOUTHERN METHODIST UNIVERSITY: KSMU, 1—Box 1274, SMU, Dallas, Texas 75222, 2—214-363-7711, 3—Southwest, 4—WW, 640khz, Comm., 5—On air 7 days, 168 hrs. per week, 6—IBS, UPI Broadcasters Assn., 7—Texas State Network, 8—Rep-Campus Media, Inc., 9—Etab: 1964, Staff: 45, 10—Format: More Music, Top 40, 11—School enrollment: 9150, Po. Aud: 2500+, 12—1 min. rate \$2.50, 13—Dept. Head: Dr. J.B. McGrath, 14—FA: Ted Gardner, 15—Personnel: GM Charles W. Conrad, SM Newell Ledbetter, PD Michael C. Howe, BM Susan A. Maxwell, CE Charles W. Conrad, ND Craig R. Coleman, CA Tom Albright, Oper. Chief Ken Walters.

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TEXAS TECH UNIVERSITY: KTXT-FM, 1—7 Speech Building, Lubbock, Texas 79409, 2—806-742-6276, 4—FM, 10w, 91.9mhz, Non-comm., 5—On air 7 days, 88 hrs. per week, 6—NAB, 9—Etab: April 1, 1961, Staff: 30, 10—Format: Contemporary, 11—School enrollment: 20,000, Po. Aud: 200,000, 13—Dept. Head: Dr. Jack Gibson, 14—FA: Harold Hens-

ley, 15—Personnel: GM Bill Farris, PD Jim Finch, CE Phil Poynor, ND Doug Holtzclaw.

THE UNIVERSITY OF TEXAS: KUT-FM, 1—Box 7158, University Station, Austin, Texas 78712, 2—512-471-1631, 4—FM, 4kw, 90.7mhz, Non-comm., 5—On air 7 days, 112 hrs. per week, 6—NAEB, 7—NER, ISN, 9—Etab: November, 1958, Staff: 22, 10—Format: Cultural, Informational, 11—School enrollment: 32,000, Po. Aud: 250,000, 13—Dept. Head: R.F. Schenckan, 15—Personnel: GM Joe Gwathmey (F), PD Bill Giorda (F), CE N.W. Willett (F), ND Al Anderson (F), Music Dir. Eleanor Page (F).

UNIVERSITY OF TEXAS at El Paso: WVOF, 1—El Paso, Texas 79999, 3—Southwestern, 6—IBS.

WAYLAND BAPTIST COLLEGE: KHLB, 1—Plainview, Texas 79072, 3—Southwestern, 6—IBS.

UTAH

BRIGHAM YOUNG UNIVERSITY: KBYU-FM, 1—c-306 HFAC, Provo, Utah 84601, 2—801-374-1211, ext. 3552, 3—Mountain, 4—FM, 1800w, 88.9mhz, Non-comm., 5—On air 6 days, 90 hrs. per week, 7—NABC, NER, BFA, IBS, 8—Lee Stott, 9—Etab: January 1960, Staff: 15, 10—Format: The best of all kinds of music, 11—School enrollment: 21,000, Po. Aud: 400,000, 13—Dept. Head: Earl J. Glade, Jr., 15—Personnel: GM Lee Stott, Jr. (F), PD W. Reed Hanson (F), CE Ralph Silver (F), Chief Annoc. Dennis Monson, Oper. Mgr. Steve Topham, ND Gerry Pond, Prod. Dir. Marge McLaughlin (F).

UNIVERSITY OF UTAH: KUER-FM, 1—116 Kingsbury Hall, Salt Lake City, Utah 84112, 2—801-322-6625, 4—FM, 1107w, 90.1khz, Non-comm., 5—On air 6 days, 72 hrs. per week, 7—NER, 9—Etab: June, 1960, Staff: 30, 10—Format: educational, classical, jazz, folk, rock, 11—School enrollment: 20,000, Po. Aud: 250,000, 13—Dept. Head: Dr. Rex Campbell, 14—FA: Dr. Rex Campbell, 15—Personnel: GM Gene Pack, BM John Dehnel, CE Don Smith, ND Bob Beran.

UTAH STATE UNIVERSITY: KUSU-FM, 1—745 N. 12 E., Logan, Utah 84321, 2—801-752-4100, ext. 613, 4—FM, 91.5khz, Non-comm., 5—On air 5 days, 5 hrs. per week, 6—NAEB, 9—Etab: 1950, Staff: 22, 10—Format: MOR to Classical, 11—School enrollment: 9000, Po. Aud: 70,000, 13—Dept. Head: Dr. Burrell F. Hansen, 14—FA: Prof. Jerry L. Allen, 15—Personnel: GM Jerry Allen (F), PD Ralph Huntzinger, CE Boyd V.N. Humpherys (F).

VERMONT

MIDDLEBURY COLLEGE: WRMC, 1—Middlebury, Vt. 04051, 3—New England, 4—FM, 10w, 91.7mc, Non-comm., 6—IBS.

NORWICH UNIVERSITY: WNUB, 1—Jackson Hall 424, Northfield, Vt. 05663, 3—New England, 4—FM, 10w, 89.1mc, Non-comm., 6—IBS.

SAINT MICHAELS COLLEGE: WSSEE, 1—Winooski Park, Vt. 05404, 3—New England, 6—IBS.

UNIVERSITY OF VERMONT: WRUV, 1—Pomeroy Annex, Burlington, Vt. 05401, 2—802-864-4511, ext. 369, 3—New England, 4—WW, 580khz, Comm., 6—IBS, 8—Rep-Campus Media, 9—Etab: 1954, Staff: 40, 10—Format: Top 40, 11—School enrollment: 5000, Po. Aud: 3000, 12—1 min. rate \$3, 13—Dept. Head: W.J. Lewis, 14—FA: W. J. Lewis, 15—Personnel: GM Robert S. Murch, SM Brian Marshall, PD Patrick L. French, SM Carol Liddiard.

VIRGINIA

BRIDGEWATER COLLEGE: WGMB, 1—Bridgewater, Va. 22812, 3—Capitol, 4—CC, 600kc, Non-comm., 6—IBS.

COLLEGE OF WILLIAM & MARY: WCWM-FM, 1-Williamsburg, Va. 23185, 2-703-229-3000, ext. 275, 3-Eastern, 4-FM, 10w, 89.2mhz, Non-comm., 5-On air 7 days, 85 hrs. per week, 6-IBS, 9-Estab: September, 1959, Staff: 75, 10-Format: Highly varied-Rock to Educational programming, 11-School enrollment: 4000, Po. Aud: 10,000, 13-Dept. Head: James Sawyer, 14-FA: George Lott, 15-Personnel: GM George Lott (F), PD Mike Camrana, CE James Slate (F), ND Steve Abramson.

EASTERN MENNONITE COLLEGE: WEMC-FM, 1-Harrisonburg, Va. 22801, 3-Capitol, 4-FM, 6-IBS.

EMORY & HENRY COLLEGE: WLRC, 1-P.O. Box RR, Emory, Va. 24327, 3-Capitol, 4-CC, 600kc, Comm., 6-IBS.

HAMPTON INSTITUTE: WHOV-FM, 1-Communications Center, Hampton, Va. 23368, 2-703-723-6581, ext. 348, 3-Mid Atlantic, 4-FM, 10w, 88.3mhz, Non-comm., 5-On air 5 days, 48 hrs. per week, 6-IBS, 9-Estab: March 5, 1964, Staff: 60, 10-Format: News, Music, Discussions, Plays, and special events and other programs of interest, 11-School enrollment: 2500+, Po. Aud: 550,000, 13-Dept. Head: Dr. William Kearney, 14-FA: Dr. William Kearney, 15-Personnel: GM Kenneth Murphy, PD Jimmy Baylor, CE Calvin Knight, ND James Thomas, Music Dir. Loretta Britton, Prod. Dir. Maynard Eaton.

RANDOLPH-MACON WOMANS COLLEGE: WWRM, 1-Lynchburg, Va. 24501, 3-Capitol, 6-IBS.

UNIVERSITY OF RICHMOND: WCRC, 1-P.O. Box 85, University of Richmond, Richmond, Va. 23173, 2-703-288-2024, 3-Capitol, 4-WW, 600khz, Comm., 5-On air 7 days, 75 hrs. per week, 6-IBS, 7-CBS, 9-Estab: 1962, Staff: 40, 10-Format: Rock, Progressive, 11-School enrollment: 2700, Po. Aud: 1500, 12-1 min. rate \$1, 13-Dept. Head: Prof. Alton B. Williams, 14-FA: Prof. Alton B. Williams, 15-Personnel: GM William W. Furr, SM Frank A. Buhrman, PD C.A. Bustard, BM Frank A. Buhrman, CE William W. Furr, ND Donald E. Goddard.

UNIVERSITY OF VIRGINIA: WUVA, 1-Emmet P.O., Charlottesville, Va. 22904, 2-703-296-4640, 3-Capitol, 4-CC, 640khz, Comm., 5-On air 7 days, 112 hrs. per week, 6-IBS, 8-Campus Media, Inc., 9-Estab: 1947, Staff: 75, 10-Format: Rock, some Jazz, Folk, Easy listening, 11-School enrollment: 9500, Po. Aud: 6000, 14-FA: Raymond C. Bice, 15-Personnel: Pres. Chris Thaiss, GM Gerald L. Gray, PD Douglas Palau, BM James Noel, ND Peter Agnew, CE Claude Setzer.

UNIVERSITY OF VIRGINIA: WTJU, 1-P.O. Station No. 1, Charlottesville, Va. 22904, 2-703-924-3418, 3-Capitol, 4-FM, 750w, 91.3mc, Non-comm., 5-On air 7 days, 9-Estab: 1957, Staff: 30, 10-Format: Classical, Educational, 11-School enrollment: 9000, Po. Aud: 70,000, 15-Personnel: GM George Hill, PD Paul Scheideberg, CE David Wolfe, Sta. Mgr. Lee Breakiron.

VIRGINIA COMMONWEALTH UNIVERSITY: WJRB, 1-901 W. Franklin St., Richmond, Va. 23220, 2-703-358-7061, ext. 449, 4-WW, 820kc, Comm., 5-On air 7 days, 133 hrs. per week, 7-CBS, 9-Estab: 1963, Staff: 40, 10-Format: Rock, Underground, Folk, 11-School enrollment: 10,000, Po. Aud: 7000, 12-1 min. rate \$1.40, 14-FA: Brydon M. Dewitt, 15-Personnel: GM Fred Whiting, SM John Laboranti, PD Cliff Sleeman, BM Joyce James, CE Alan Currence, ND Jim Kent.

VIRGINIA POLYTECHNIC INSTITUTE: WUVT, 1-Squires Student Center, Blacksburg, Va. 24061, 2-703-522-4921, 4-CC, 10w-FM, 640khz-AM, 90.7mhz-FM, AM-Comm., FM-

Non-comm., 5-On air AM-7, FM-7 days, AM-140, FM-56 hrs. per week, 7-Mutual Broadcasting System, 9-Estab: AM-1948, FM-1969, 10-Format: AM-MOR, Music, Rock, FM-Classical, Easy listening, 11-School enrollment: 11,000-11,500, Po. Aud: AM-8,000, FM-20,000, 12-1 min. rate (National) \$3.40, 14-FA: Warren H. Strother, 15-Personnel: GM Carlos Roberts, SM Russ Marshall, PD AM-Wally Sale, FM-Bob Inskeep, BM Delmer Rhodes, CE Robert Weber, ND Kevin O'Conner, Prod. Larry Russell, Sports Robert Ayers.

WASHINGTON

CENTRAL WASHINGTON STATE COLLEGE: KCWS, 1-Central Washington State College, Ellensburg, Wash. 98926, 2-509-963-2311, 3-Northwest, 4-CC & FM, 880khz-AM, 91.5mhz-FM, AM-Comm., FM-Non-comm., 5-On air 7 days, 75 hrs. per week, 6-IBS, 8-Campus Media, Inc., 9-Estab: 1962, Staff: 55, 10-Format: AM-Top 40, FM-Educational, 11-School enrollment: 6000, Po. Aud: 3500, 12-1 min. rate \$1.80, 13-Dept. Head: Roger R. Reynolds, 14-FA: Roger R. Reynolds, 15-Personnel: GM Sanford E. Sidell, CE Bill Watson, ND Bob Gillespie, Mus. Dir. Mark Wadleigh, P.J. Callahan.

EASTERN WASHINGTON STATE COLLEGE: KEWC, 1-Cheney, Wash. 99004, 3-Northwest, 6-IBS.

NORTHWEST COLLEGE: KNCC, 1-Kirkland, Wash. 98033, 3-Northwest, 6-IBS.

SEATTLE PACIFIC COLLEGE: KSSR, 1-Seattle, Wash. 98119, 3-Northwest, 6-IBS.

WALLA WALLA COLLEGE: KQTS-FM, 1-College Place, Wash. 99324, 2-JA5-7560, 4-FM, 250w, 91.3mhz, Non-comm., 5-On air 7 days, 52 hrs. per week, 9-Estab: 1963, Staff: 20, 10-Format: Folk Music, News, 11-School enrollment: 1700, Po. Aud: 40,000, 13-Dept. Head: Loren Dickinson, 14-FA: Loren Dickinson, 15-Personnel: GM Loren Dickinson, PD Candy Jordan, CE Glenn Mosden.

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WEST VIRGINIA

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MARSHALL UNIVERSITY: WMUL-FM, 1-Marshall University, Huntington, W.V. 25701, 2-304-696-6640, 4-FM, 10w, 88.1mhz, Non-comm., 5-On air 7 days, 66 hrs. per week, 7-Metropolitan Opera, 9-Estab: October, 1961, Staff: 20-50, 10-Format: Local & International, Educational & Public Service, 11-School enrollment: 9000, Po. Aud: 125,000, 13-Dept. Head: Dr. S.D. Buell, 14-FA: Dr. S.D. Buell, 15-Personnel: GM R. Dean Sturm (F), PD Robert Burks, CE Robert Steurer, ND Najette Saouan, Pub. Rel. Dir. Keith Spears.

WEST VIRGINIA WESLEYAN COLLEGE: WVWC-FM, 1-West Virginia Wesleyan College, Buckhannon, W.V. 26201, 2-304-473-6030, 3-Great Lakes, 4-FM, 14kw ERP, 88.9mc, Non-comm., 5-On air 6 days, 48 hrs. per week, 9-Estab: September 24, 1968, Staff: 3 full-time, 20 part-time, 10-Format: Educational, 11-School enrollment: 1700, Po. Aud: 1,000,000, 14-FA: Dr. Walter Brown, 15-Personnel: PD David Dannenberger, CE Arnold W. Sayre, ND William Mann III, Sec. Dolores Harper.

WISCONSIN

BELOIT COLLEGE: WBCR-FM, 1-Beloit College, Beloit, Wis. 53511, 2-608-365-3391, 4-WW & FM, 10w, 88.1mhz, Non-comm., 5-On air 7 days, 50 hrs. per week, 9-Staff: 60, 10-Format: Classical to Rock, 11-School enrollment: 1800, Po. Aud: 1000 students, 350,000 city, 13-Dept. Head: Carl Balson.

LAWRENCE UNIVERSITY: WLFM-FM, 1-Appleton, Wis. 54910, 3-North Central, 4-FM, 10.5kw, 91.1mc, Non-comm., CC, 580kc, Comm., 6-IBS.

MARQUETTE UNIVERSITY: WMUR, 1-Milwaukee, Wis. 53233, 3-North Central, 6-IBS.

RIPON COLLEGE: WRPN, 1-Ripon, Wis. 54971, 3-North Central, 4-FM & CC, 6-IBS.

RIVER FALLS STATE UNIVERSITY: WRFW-FM, 1-River Falls, Wisconsin 54022, 2-715-425-6877, 4-FM, 350w, 88.7mcs, Non-comm., 5-On air 6 days, 48 hrs. per week, 6-NAEB, 7-NER, 9-Estab: Sept. 1968, Staff: 30, 11-School enrollment: 4000, 13-Dept. Head: Lorin R. Robinson, 14-FA: Lorin R. Robinson, 15-Personnel: GM Lorin R. Robinson (F), PD Bruce Howe, CE Tom Andersen, ND James Willi.

UNIVERSITY OF WISCONSIN: WSSR, 1-Ogg Hall, Madison, Wis. 53706, 2-608-262-0396, 3-Midwest, 4-WW, 110mhz, Comm., 5-On air 7 days, 18 hrs. per week, 6-IBS, 9-Estab: June, 1968, Staff: 50, 10-Format: Progressive broadcasting format includes Rock, Jazz, Folk, Easy listening, 11-School enrollment: 37,500, Po. Aud: 3200, 12-1 min. rate: \$2.20, 15-Personnel: GM Rick Murphy, PD Tim McCulloch, CE John Lund.

UNIVERSITY OF WISCONSIN at Madison: WLHA, 1-Box 231, Elm Dr. "B", Madison, Wis. 53706, 3-North Central, 4-CC, 640kc, Comm., 6-IBS.

WISCONSIN STATE UNIVERSITY-EAU CLAIRE: WSUR, 1-Eau Claire, Wis. 54701, 2-715-836-0123, 3-North Central, 4-WW, 600khz, Comm., 5-On air 7 days, 42 hrs. per week, 6-IBS, Wisconsin Broadcasters Assn., 8-Frederick W. Smith, 9-Estab: 1962, Staff: 25, 10-Format: Rock, Underground, Soul, 11-School enrollment: 7500, Po. Aud: 3500, 12-1 min. rate: \$2.00, 13-Dept. Head: Dr. Robert L. Bailey, 14-FA: Dr. Robert L. Bailey, 15-Personnel: GM Dave Kunz, SM Steve Smith, PD James Griffin, BM Jeanne Hendrickson, CE Joseph Ferrara.

WISCONSIN STATE UNIVERSITY at Platteville: WSUP-FM, 1-725 W. Main St., Platteville, Wis. 53818, 2-608-348-2950, 3-North Central, 4-FM, 275w, 90.5mhz, Non-comm., 5-On air 7 days, 56 hrs. per week, 6-IBS, 9-Estab: February 26, 1964, Staff: 20, 10-Format: Mixed, 11-School enrollment: 5200, Po. Aud: 10,000, 13-Dept. Head: Paul W. Gauger, 14-FA: Paul W. Gauger, 15-Personnel: GM Keith Maren, PD Randy Nichols, CE Roger Karwoski, ND Geoff Crabtree, Mus. Dir. Mike Reynolds.

WISCONSIN STATE UNIVERSITY at Stevens Point: WSUS-FM, 1-2100 Main St., Stevens Point, Wis. 54481, 2-715-341-1251, ext. 324-328, 3-Midwest, 4-FM, 10w, 89.9mhz, Non-comm., 5-On air 7 days, 61 hrs. per week, 6-NAEB, IBS, 9-Estab: September, 1968, 10-Format: Educational, 11-School enrollment: 7885, Po. Aud: 35,000, 13-Dept. Head: A.J. Croft, 14-FA: V. Fuchs, 15-Personnel: GM V. Fuchs (F), PD Nicholas Schaff, CE Thomas Martens, ND Debra Freeman, SM Stephen Lammers.

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UNIVERSITY OF WYOMING: KUWR-FM, 1-Box 3661, Laramie, Wyoming 82070, 2-307-766-5155, 3-Rocky Mountain, 4-WW & FM, 10w, 91.5mhz, Non-comm., 5-On air 7 days, 60 hrs. per week, 6-NAEB, 7-ABC, IMN, 9-Estab: 1966, Staff: 55, 10-Format: Popular Contemporary, Easy listening, Classics, 11-School enrollment: 8500, Po. Aud: 20,000, 13-Dept. Head: James Welke, 14-FA: John McMullen, 15-Personnel: GM K.R. Dickensheets, PD Al Bowker, BM Dan Furlong, CE Robert R. Rule, ND Janet Miller.

CANADA

MCGILL UNIVERSITY: CFRM-FM, 1-3480 McTavish St., Montreal, Quebec, Canada, 2-514-875-5511, 3-Canadian, 4-FM, 1400w, 92.5mc, Non-comm., 6-IBS, 9-Estab: 1943, 10-Format: Experimental, Educational.

QUEEN'S UNIVERSITY: CFRC-AM, CFRC-FM, 1-Queen's University, Kingston, Ontario, Canada, 2-613-546-3871, ext. 3313, 4-AM & FM, 100w-AM, 1270w-FM, 1490khz-AM, 91.9mhz-FM, Non-comm., 5-On air 4 days, 65 hrs. per week, 9-Estab: AM-1922, FM-1953, Staff: 150, 10-Format: AM-Student oriented Pops, Folk, FM-Fine Arts, Classics, 11-School enrollment: 7000, Po. Aud: AM-60,000, FM-200,000, 13-Dept. Head: A.K. Marshall, 15-Personnel: GM A.K. Marshall, PD Tom Stewart, CE Ian McFarquav, CA Owen Gray, Treas. Doug Shewan, Pub. Aff. Marvin Bloos, Librarian Linda Ketcheson, Sec. Dianne Ducette, Chief Oper. Geoff Barley.

RYERSON POLYTECHNICAL INSTITUTE: CJRT-FM, 1-50 Gould St., Toronto 200, Ontario, 2-416-368-3128, 4-FM, 91.1mhz, Non-comm., 5-On air 7 days, 168 hrs. per week, 6-CAB, CCBA, ETRAC, 9-Estab: October 1949, Staff: 16, 10-Format: Fine Arts, Educational, 11-School enrollment: 6000, Po. Aud: 3,000,000, 13-Dept. Head: D.C. Stone, 15-Personnel: GM D.C. Stone, PD Ron McKee, CE Kurt Mayer, ND Ted O'Reilly.

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UNIVERSITY OF NEW BRUNSWICK: Radio UNB, 1-SUB, UNB, Fredericton, New Brunswick, Canada, 2-506-475-7492, 4-WW, Non-comm., 5-On air 7 days, 79 hrs. per week, 7-CBC, 9-Estab: 1960, Staff: 60, 10-Format: Variety with FM type background, 11-School enrollment: 4000, Po. Aud: 2000, 15-Personnel: Dir. Gary Buchanan, Sta. Mgr. John Turgoose, Personnel Mgr. John Shannon, PD Indu Shukla, BM Colin Finley, CE Steve Aitken.

UNIVERSITY OF TORONTO: 1-91 St. George, Toronto 10, Canada, 2-416-964-1444, 4-WW, Comm., 5-On air 6 days, 84 hrs. per week, 9-Estab: 1964, Staff: 100, 10-Format: Music, News, Talk, 11-School enrollment: 25,000, Po. Aud: 10,000, 12-1 min. rate \$4, 15-Personnel: GM Patrick Dymond (F).

AUSTRALIA

AUSTRALIAN NATIONAL UNIVERSITY: 1-A.N.U. Union, c/o S.R.C. Office, Canberra, A.C.T. (Australian Capital Territory) 32601, 4-AM, 1050 kilocycles, Non-comm., 5-½ hrs. per week, 7-2CA affiliated with Macquarie Broadcasting Service, 9-Estab: 1967, Staff: 1, 10-Format: Interviews, Music, 11-School enrollment: 3500, Po. Aud: 120,000, 15-Personnel: GM M. Cuntiffe, PD M. Cuntiffe, ND M. Cuntiffe.

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Brands or Services Offered: Professional Tape Recorders, Reproducers, Slow-Speed Loggers and Background Music Systems.

MILES REPRODUCER CO., INC.: 598 Broadway, New York, N.Y. 10012, Ph. 212-925-6985, Sales Mgr. J.M. Kuhlik, I.W. Kuhlik.

Brands or Services Offered: Mfr's. of sound recorders & FM transmitters, Walkie-Recordall Recorder, Telemike, Telephone Recorders, Filgraph, Conference-lecture recorders.

Company Reps: J.M. Kuhlik, 598 Broadway, New York, N.Y. 10012, Ph. 212-925-6985.

NEUMADE PRODUCTS CORP.: 720 White Plains Rd., Scarsdale, N.Y. 10583, Ph. 914-725-4900, Sales Mgr. Ronald Neu Jones, V.P.

Brands or Services Offered: Audio Visual & Photo Equipment, Storage of Tapes, Records, Filmstrips, Shoes, Film, Video Tape, Film Handling Acc.

ROHN MANUFACTURING CO.: P.O. Box 2000, Peoria, Illinois 61601, Ph. 309-697-4400, Sales Mgr. R.A. Kleine, V.P.

Brands or Services Offered: Towers and related tower accessories for AM, FM, ETV, CATV, Microwave, TV Broadcast, Two-Way Radio, Communications; Microwave Passive Reflectors; Tower Obstruction Lighting.

Company Reps: Logan Sales Co., P.O. Box 1219, Redwood City, Calif. 94064, Ph. 415-369-6726; R.G. Bowen Co. Inc., 1440 S. Santa Fe Dr., Denver, Colo. 80223, Ph. 303-722-4641; A.M. Repsummer, P.O. Box 2000, Peoria, Illinois 61601, Ph. 309-697-4400; W.A. Hendrickson Co., 766 Country Way, N. Scituate, Mass. 02060, Ph. 617-545-0652; Stan Olsen & Assoc., 4201 Wooddale Ave., Minneapolis, Minn. 55416, Ph. 612-929-6121; R.W. Farris Co., Inc., 1715 Baltimore Ave., Kansas City, Mo. 64108, Ph. 816-421-1751; Gene Francis, 310 Quincy St., Reno, Nev. 89502, Ph. 702-322-9300; Kenneth L. Cordrey, P.O. Box 681, Turnersville, N.J. 08012, Ph. 609-589-8032; C.T. Carlberg & Assoc., P.O. Box 3177, Sta. D, Albuquerque, N.M. 87110, Ph. 505-265-1579; L.D. Allen, Inc., P.O. Box 205, N. Syracuse, N.Y. 13212, Ph. 315-458-7470; James R. Rodney, P.O. Box 2702, Zanesville, Ohio 43701, Ph. 614-452-7809; Dixie Electronic Assoc., Inc., P.O. Box 200, Madison, Tenn. 37115, Ph. 615-895-5666; Marion Athans, 2631 Tarna St., Dallas, Tex. 75229, Ph. 214-241-7761; James J. Backer Co., P.O. Box 9327, Seattle, Wash. 98119, Ph. 206-285-1300; A.L. Whitehead Ltd., P.O. Box 25, W. Vancouver, B.C., Canada, Ph. 604-922-2210; Mart Haller, Inc., P.O. Box 159, Coral Gables, Fla. 33134, Ph. 305-444-4617.

RORINS ELECTRONICS CORP.: 15-58 127th St., Flushing, N.Y. 11356, Ph. 212-445-7200, Sales Mgr. Kenneth E. Rhines. Brands or Services Offered: Brand 5 Recording Tape, Gibson Girlsplixer, Recording Tape Access., Cassettes, Cartridges.

SCHAFFER ELECTRONICS: 9119 DeSoto Ave., Chatsworth, Calif. 91311, Ph. 213-882-2000, Sales Mgr. L.A. Wortman.

SPARTA ELECTRONIC CORPORATION: 5851 Florin-Perkins Road, Sacramento, California 95828, Ph. 916-383-5353, Sales Mgr. Jack J. Lawson, Mgr. International & Contract Sales Loren H. Williams.

Brands or Services Offered: Professional Radio Broadcasting Equipment. Company Reps: Direct.

STANCIL-HOFFMAN CORPORATION: 921 N. Highland Ave., Hollywood, Calif. 90038, Ph. 213-464-7461, Sales Mgr. Stan Harris.

Brands or Services Offered: Magnetic Recorders/Reproducers, Audio Amplifiers.

Company Reps: Bassett & Moore, 12045 Magnolia Blvd., North Hollywood, Calif. 91607, Ph. 877-7129; Ellinger Sales, 6580 Northwest Hwy., Chicago, Ill. 60802, Ph. 312-763-1570; Franklin-Barry Industries, 410 Pendleton Way, Oakland, Calif. 94621, Ph. 415-562-6665; Flora J. Malcolm, Inc., 165 W. Liberty St., Plymouth, Mich. 48170, Ph. 313-453-4296; B.J. Hudson Co., 10210 N.E. 8th St., Suite 200, Bellevue, Wash. 98004, Ph. 206-455-0773; Horizon Engineering Sales Co., 7612 Tanglecrest, Dallas, Tex., Ph. 214-239-8718; Clark R. Gibb Co., 1311 W. 25th St., Minneapolis, Minn. 55405, Ph. 612-377-1200; Simberkoff Sales, Inc., 71 Valley St., So. Orange, N.J. 07079, Ph. 201-763-7900; Parker, Duane E. & Assoc., 3385 S. 2770 E., Salt Lake City, Utah 84109, Ph. 801-466-1159; Persson Communications & Electronics, 147 West St., Elmwood, Mass. 02337, Ph. 617-891-1500; Caldwell A/V Equipment Co., Ltd., 135 Midwest Road, Scarborough, Ontario, Canada, Ph. 416-751-0881.

STANDARD ELECTRONICS CORPORATION: P.O. Box 677, Freehold, N.J. 07728, Ph. 201-446-7611-2-3, Sales Mgr. Bill Zillger, Plant Mgr. M. Zullo.

Brands or Services Offered: Manufacture of Radio & TV Transmitters.

Company Reps: Standard Electronics Corp., Rt. 33 Manalapan Township, Box 677, Freehold, N.J., Ph. 201-446-7611; William H. Zillger, Pres., P. Zillger, Erwin Taper, Field Applications Engr., Michael Zullo Prod. Mgr., Hopkins, Minn. 55343, 525 E. Parkvalley; Dr. T.W. Kirksey, Jacksonville, Fla.; Southeast Electronics, P.O. Box 11373, Beechen Hayford, Birmingham, Ala.; North American Electronics, 723 Third Ave., West, Jimmie Evans, Park Ridge, Ill.; Webster Electronics, 822 South Greenwood Ave., Glenn Webster, Salt Lake City, Utah; Elasco Electronics Sales Corp., 167 Social Hall Ave., Lyle Keys, Seattle, Wash. 98168; A.C.E. Electronics, 1644 South 132nd St., Jim McClamvock, Palo Alto, Calif.; Peninsula Associates, 1447 Bayshore, H.A. Kazanjian, Albuquerque, N.M.; A.L.S. Electronics, P.O. Box 11373, W.H. Stringfellow.

TAPECASTER TCM, INC.: Box 622, 12326 Wilkins Ave., Rockville, Maryland 20851, Ph. 301-942-6666, Sales Mgr. Paul L. Shore.

Brands or Services Offered: Tapecaster tape cartridge machines.

THOR ELECTRONICS CORP.: 741 Livingston St., Elizabeth, N.J. 07207, Ph. 201-345-2420, Sales Mgr. Roy Gettis.

Brands or Services Offered: Electron tubes, Semi-conductors, Integrated circuits.

THE TURNER COMPANY (Subsidiary of CONRAC CORPORATION): 909 17th St. N.E., Cedar Rapids, Iowa 52402, Ph. 319-365-0421, Sales Mgr. Doug Battin.

Brands or Services Offered: Turner Microphones.

UTILITY TOWER COMPANY: P.O. Box 12027, 3200 N.W. 38th St., Okla. City, Okla. 73112, Ph. 405-946-5551, Sales Mgr. V.G. Duvall, R.G. Nelson (Western Division Manager), J.J. Bennett (Manager Operations). Brands or Services Offered: AM, FM, TV, Microwave & TV Towers, Accessories and Nation Wide Erection Service.

VISUAL ELECTRONICS CORPORATION: 356 West 40th St., New York, N.Y. 10018, Ph. 212-736-5840. Sales Mgr. Newland Smith.

Brands or Services Offered: AM/FM and TV Broadcast Equipment—Complete line. Company Reps: Morris A. Mayers, 356 West 40th St., New York, N.Y. 10018, Ph. 212-736-5840; Edward S. Clammer, 5940 Avon Drive, Bethesda, Maryland 20014, Ph. 301-530-2860; Lewis C. Radford, 4246 Peachtree Road, N.E., Atlanta, Georgia 30319, Ph. 404-237-9202.

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Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.
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8800 Brookville Road
Silver Spring, Maryland

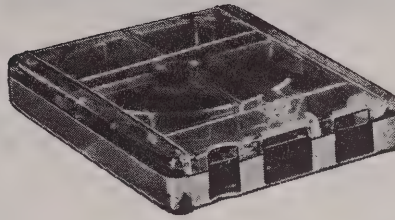
JOURNAL OF COLLEGE RADIO Membership 1969

WMUA FM	Massachusetts, Univ. Of	WTSC AM	Trenton State College
WMHC FM	Mount Holyoke College	WRSU AM	Rutgers University
WTCC AM	Springfield Tech. Comm. College	WKCR AM-FM	Columbia University
WAIC AM-FM	American International College	WCCR AM	City College Of New York
WSCB FM	Springfield College	WYUR AM	Yeshiva College
WMHS AM	Mount Hermon School	WNYU AM-FM	New York University
WNRC AM	Nichols College	WHCB AM	Lehman College
WCHC AM	Holy Cross, College Of The	WPRH AM	Pratt Institute
WCUW AM	Clark University	WBCR AM	Brooklyn College
WVMM AM	Merrimack College	WRER AM	East Rockaway High School
WLTJ AM-FM	Lowell Tech. Institute	WALI AM	Adelphi College
WNFU AM	Northeastern University	WCWP AM-FM	C W Post College
WHRB AM-FM	Harvard University	WVHC FM	Hofstra University
WRWB AM	Babson Institute	WNYT AM	N Y Institute Of Technology
WVBC AM	Boston College	WUSB AM	N Y State University College
WTBU AM	Boston University	WRPI FM	Rensselaer Polytechnic Institute
WBUR FM	Boston University	WSUA AM	N Y State University College
WRSH AM	Massasoit Comm. College	WVCR AM	Siena College
WSTO AM	Stonehill College	WMCR AM	Marist College
WRIU AM-FM	Rhode Island University	WSUP AM	N Y State University College
WDOM FM	Providence College	WCSU AM	N Y State University College
WBRU AM-FM	Brown University	WOCR AM	N Y State University College
WVNB AM	Nathaniel Hawthorne College	WAER AM-FM	Syracuse University
WFPR AM	Franklin Pierce College	WHCL FM	Hamilton College
WUNH FM	New Hampshire, University Of	WRMT AM	Mohawk Valley Comm. College
WWAS AM	Saint Francis College	KSLU AM	Saint Lawrence University
WBOR FM	Bowdoin College	WRPS AM	N Y State University
WRUV AM	Vermont, University Of	WONY AM	N Y State University College
WRJR FM	Bates College	WHRW AM-FM	Harp Junior College
WMHB AM	Colby College	WCVF AM	N Y State University College
WSSE AM	Saint Michaels College	WSPE FM	Griffith Institute and Central School
WNUB FM	Norwich University	WBSU AM	N Y State University College
WRMC AM	Middlebury College	WGSU AM-FM	N Y State University College
WCCS AM	Central Connecticut State College	WEOS AM	Hobart College
WHUS AM-FM	Connecticut, University Of	WKCS AM	Keuka College
WRMC AM	Mitchell College	WIRQ FM	Irondequoit High School
WYBC AM-FM	Yale University	WITR AM	Rochester Institute Of Tech.
WPKN FM	Bridgeport, University Of	WRUR AM-FM	Rochester, University Of
WCPR AM	Stevens Institute Of Tech.	WJSL AM	Houghton College
WVMS AM	Montclair State College	WOFM AM	Saint Bonaventure University
WSOU FM	Seton Hall University	WVAT AM	N Y State University College
WNCE AM	Newark College Of Engineering	WVBR AM-FM	Cornell University
WRNU AM	Rutgers University At	WICB AM-FM	Ithaca College
WRRH FM	Ramapo Regional High School	WECW FM	Elmira College
WFDU AM	Fairleigh Dickenson University	WGEV FM	Geneva College
WPJT AM	Saint Rose High School	WRCT AM	Carnegie Institute Of Tech.
WMCJ AM	Monmouth College	WPGH AM	Pittsburgh, University Of
WHPH FM	Hanover Park Reg. High School	WAJC AM	Washington & Jefferson College
WERD AM	Drew University	WSVC AM	Saint Vincent College
WGLS FM	Glassboro State College	KSFC AM	Saint Francis College
WPTN AM	Pennington School	WNFT AM	Slippery Rock State College
WPRB FM	Princeton University	WPRR FM	Thiel College
WWRC AM	Rider College		

WSAJ AM	Grove City College	WGSC FM	Georgia State College
WKPS FM	Westminster College	WVUM FM	Miami, University Of
WARC AM	Allegheny College	WABP AM	Alabama, University Of
WJKB AM	Edinboro State College	WRVU AM	Vanderbilt University
WNTE AM	Mansfield State College	WNAZ FM	Trevecca Nazarene College
WDCV AM	Dickson College	WSMC FM	Southern Missionary College
WWEC AM	Elizabethtown College	WETS AM	East Tennessee State University
WLCV AM	Wilson College	WTGR AM	Memphis State University
WSYC AM	Shippensburg State College	WVBC AM	Bethel College
WWGC AM	Gettysburg College	WFHC FM	Freed-Hardeman College
WMSR AM	Millersville State College	WCBH AM	Mississippi, University Of
WWFM AM	Franklin and Marshall College	WMSU AM	Southern Mississippi, University Of
WLCR AM	Lycoming College	WRVG FM	Georgetown College
WVBU AM—FM	Bucknell University	WMKY FM	Morehead State University
WQSU FM	Susquehanna University	WEKU FM	Eastern Kentucky University
WLVR AM	Lehigh University	WOBN AM—FM	Otterbein College
WRMC AM	Moravian College	WDCW AM	Defiance College
WJRH FM	Lafayette College	WMCO FM	Muskingum College
WMUH AM—FM	Muhlenberg College	WRAR AM—FM	Western Reserve University
WSRN AM	Swarthmore College	WHRM AM	Hiram College
WHHS FM	Haverford School System	WAUP FM	Akron, University Of
WWVU AM	Villanova University	WRMU AM	Mount Union College
WCSC AM	West Chester State College	WHCR AM	Heidelberg College
WKSC AM	Kutztown State College	WCXU AM	Xavier University
WXAC FM	Albright College	WFIB AM	Cincinnati, University Of
WSLY AM	Wesley College	WCSU FM	Central State University
WRGW AM	George Washington University	WUSO FM	Wittenberg University
WGTB AM—FM	Georgetown University	WFCI FM	Franklin College
WEBS AM	Marjorie Webster Junior College	WGRE FM	Depauw University
WRTC AM	Trinity College	WICR FM	Indiana Central College
WMUC AM	Maryland University Of	WVTI AM	Valparaiso Tech. Institute
WRNV AM	U S Naval Academy	WVUR AM—FM	Valparaiso University
WEMC FM	Eastern Mennonite College	WGCS AM—FM	Goshen College
WGMB AM	Bridgewater College	WITB AM	Indiana Institute Of Tech.
WUVA AM	Virginia, University Of	WBKE FM	Manchester College
WTJU AM—FM	Virginia, University Of	WTUC AM	Taylor University
WCRC AM	Richmond, University Of	WIUS AM	Indiana University
WCWM FM	College Of William & Mary	WOWI AM	Saint Josephs College
WHOV FM	Hampton Institute	WMJB AM	Macomb County Community College
WLRC AM	Emory And Henry College	WCBN AM	Michigan, University Of
WWRM AM	Randolph-Macon Womens College	WAYN AM	Wayne State University
WEHL AM	North Carolina, University Of	WVOD AM	Detroit, University Of
WVWC FM	West Virginia Wesleyan College	WMGR AM	Marygrove College
WCAB AM	Alderson-Broadus College	WFJC AM	Flint Comm. Junior College
WFDD AM—FM	Wake Forest College	WJRN AM	Northwood Institute
WANT AM	Agriculture and Tech. College	WMSN AM	Michigan State University
WUAG FM	North Carolina, University Of	WIDR AM	Western Michigan University
WKNC AM—FM	North Carolina State College	WBSD AM	Olivet College
WDBS AM	Duke University	WAUR AM	Andrews University
WDAV AM	Davidson College	WVAC FM	Adrian College
WSPC AM	Pfeiffer College	WFRS AM	Ferris State College
WSAP AM	Saint Andrews Presbyter, College	WCAL AM	Calvin College & Seminary
WWOO AM	Western Carolina College	WELL AM	Leelanau School
WMHC AM	Mars Hill College	KIFC AM	Iowa State University
WFBA AM	Furman University	KDIC AM	Grinnell College
WSBF FM	Clemson University	KCUI AM—FM	Central College Of Iowa
WARP AM	Erskine College	KWAR	Wartburg College
WCRO AM	Winthrop College	KMC AM	Midwestern College
WACC AM	Atlanta Christian College	WGVU AM	Dubuque, University Of
WSTB AM	Southern Technical Institute	KWLC AM	Luther College

KWAD AM	Iowa, University Of	KSCA FM	Arkansas State Teachers College
KRNL FM	Cornell College	KHCA AM	Harding College
KCOE AM	Coe College	KVRO FM	Oklahoma State University
WPCS AM	William Penn College	KSMU AM	Southern Methodist University
AM	Iowa Wesleyan College	KTRU AM	Rice University
WMUR AM	Marquette University	KHBL FM	Wayland Baptist College
WLHA AM	Wisconsin, University Of	KACC AM	Abilene Christian College
WSSR AM	Wisconsin, University Of	KVOF FM	Texas Western College
WSUP FM	Wisconsin State University	KVDU AM	Denver, University Of
WSUR AM	Wisconsin State University	KCSU FM	Colorado State University
WLFM FM	Lawrence University	KAS AM	Adams State College
WRPN AM—FM	Ripon College	KWSC FM	Western State College
KSTO AM	Saint Olaf College	KUWR FM	Wyoming, University Of
KMAC AM	Macalester College	KCRH AM	Northwest Nazarene College
WMMR AM	Minnesota, University Of	KUOI AM	Idaho, University Of
KBSC AM	Bemidji State College	KYBU FM	Brigham Young University
KSMC AM	Saint Marys College	KFCA FM	Phoenix College
KMSU FM	Mankato State College	KNAU AM	Northern Arizona University
KSJU AM	Saint Johns University	KUNM FM	New Mexico, University Of
KMSC AM	Moorhead State College	KUNR FM	Nevada, University Of
KSFC AM	Sioux Falls College	KLA AM	California, University Of
KATS AM	Montana State University	KOXY AM	Occidental College
WLFC AM	Lake Forest College	KHCB AM	L A Harbor College
WNIU AM	Northern Illinois University	KCMC AM	Claremont Mens College
WRSE AM—FM	Elmhurst College	KUOR FM	Redlands, University Of
WLCL AM	Lewis College	KUCR AM—FM	California, University Of
WRBC AM	Roosevelt University	KSBS AM	Cate School, The
WIIT AM	Illinois Institute Of Tech.	KCSB AM—FM	California, University Of
WNPC AM	North Park College	KFSR AM	Fresno State College
WLUC AM	Loyola University	KUSF AM	San Francisco, University
WKOC FM	Olivet Nazarene College	KCMA AM—FM	Simpson Bible College
WRSB AM	Shimer College	KZSU AM	Stanford University
WRCR FM	Rockford College	KANG FM	Pacific Union College
WVIK AM—FM	Augustana College	KVHS AM	Clayton Valley High School
WWKS FM	Western Illinois University	KBBK AM	Bethany Bible College
WRBU AM	Bradley University	KCSC AM	Chico State College
WGLT AM—FM	Illinois State University	KPUR AM	Pacific University
WTPC AM	Principia College	KLIN AM	Linfield College
WGRN AM	Greenville College	KRRC AM—FM	Reed College
WWQC AM	Quincy College	KLC AM	Lewis and Clark College
WILC AM	Illinois College	KNCC AM	Northwest College
WMMC FM	Macmurray College	KSSR AM	Seattle Pacific College
WLCC AM	Lincoln Christian College	KCWS FM	Central Washington State College
KBIL AM	Saint Louis University	KEWC AM—FM	Eastern Washington State College
KFRH AM	Washington University	KUGR AM	Washington State University
KCLC AM—FM	Lindenwood College	ANU AM	Australian National University
KRC AM	Rockhurst College	UACR AM	Alberta, University Of
KDLX AM	Northwest Missouri State College	AM	Toronto, University Of
KOBC AM	Ozark Bible College	CFRM AM	Mc Gill University
KCCS AM	Missouri, University Of		
KMOE AM	Central Methodist College		
KMFA AM	Missouri, University Of		
KMSM FM	Missouri, University Of		
KCBC AM	Central Bible College		
KNBU FM	Baker University		
KFHS AM	Fort Hays State College		
KOVF AM—FM	Kearney State College		
WTUL AM	Tulane University		
KRVS AM—FM	Southwestern Louisiana, University		
KGRM AM	Grambling College		
WLPI AM	Louisiana Polytechnic Institute		

You only get out of a thing

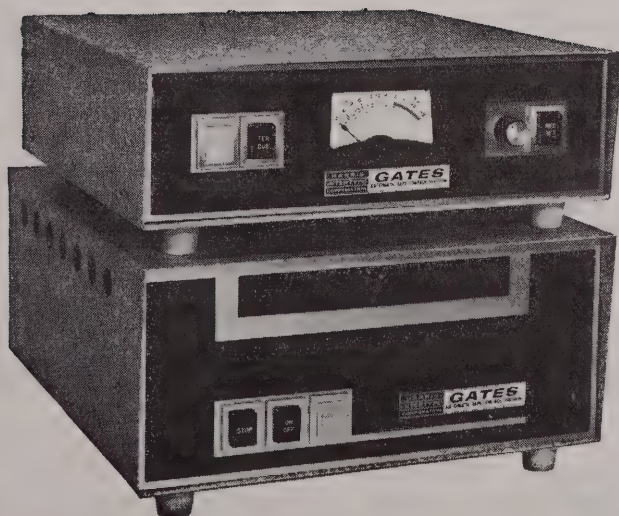


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GATES
Gates Radio Company,
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Directory of Colleges Granting Degrees in Radio-TV

Compiled from the 1968 NAB report on "Broadcast Education," this directory lists all colleges and universities which reported granting degrees in radio and TV. Each entry includes the name of the school; title of department offering the degree(s); name of the department head, and degree(s) offered.

ALABAMA

- UNIVERSITY OF ALABAMA, University, Ala., 35486.
Broadcast & Film Communications. William Knox Hagood. BA, MA.
AUBURN UNIVERSITY, Auburn, Ala., 36830. Speech.
J. W. Sanders. BA, MA.

ALASKA

- UNIVERSITY OF ALASKA, College, Alaska, 99701.
Drama & Radio. Charles Northrip. BA.

ARIZONA

- ARIZONA STATE UNIVERSITY, Tempe, Ariz. 85281.
Mass Communications. Donald Brown. BA.

ARKANSAS

- ARKANSAS STATE UNIVERSITY, Jonesboro, Ark.
72467. Radio. Charles Rasberry. BA.

CALIFORNIA

- CALIFORNIA STATE COLLEGE, LONG BEACH,
Long Beach, Calif. 90804. Speech. Hubert Morehead.
BA.
CALIFORNIA STATE COLLEGE, LOS ANGELES,
Los Angeles, Calif. 90032. Broadcasting and Journalism.
Don Price. BA.
UNIVERSITY OF CALIFORNIA AT LOS ANGELES,
Los Angeles, Calif. 90024. Theatre Arts, TV-Radio Div.
A. V. Wollock. BA, MA.
FRESNO STATE COLLEGE, Fresno, Calif. 93726. Ra-
dio-Television. John P. Highlander. BA, MA.
HUMBOLT STATE COLLEGE, Arcata, Calif. 95521.
Theatre-Arts. Barry A. Winters. BA, MA.
LOMA LINDA UNIVERSITY, Riverside, Calif. 92505.
Speech. Don Dick. BA.
SACRAMENTO STATE COLLEGE, Sacramento, Calif.
95819. Speech. Gene R. Stebbins. BA, MA.
SAN DIEGO STATE COLLEGE, San Diego, Calif.
92115. Radio-TV-Film. K. K. Jones. BA, MA.
SAN FERNANDO VALLEY STATE COLLEGE, North-
ridge, Calif. Journalism-Broadcasting. Bertram Barer.
BA.
SAN FRANCISCO STATE COLLEGE, San Francisco,
Calif. Broadcast Communication Arts. Stuart Hyde.
BA, MA.

- SAN JOSE STATE COLLEGE, San Jose, Calif. 95114.
Drama-Journalism-Advertising. Clarence E. Flick. BA,
MA.

- SOUTHERN CALIFORNIA UNIVERSITY OF, Los
Angeles, Calif. 90007. Telecommunications. Edward W.
Borgers. BA, MA, PhD.

- STANFORD UNIVERSITY, Stanford, Calif. 94305.
Communications. Henry Breitrose. BA, MA.

COLORADO

- UNIVERSITY OF DENVER, Denver, Colo. 80210. Mass
Communications. Noel Jordan. BA, MA.

DISTRICT OF COLUMBIA

- AMERICAN UNIVERSITY, Washington, D.C. 20016.
Communications. Roger Penn. BA, MA.

FLORIDA

- FLORIDA STATE UNIVERSITY, Tallahassee, Fla.
32306. Interdivisional: (RTV). Thomas Wright. BA,
MA.
UNIVERSITY OF FLORIDA, Gainesville, Fla. 32601.
Journalism & Communications. K. A. Christiansen. BA,
MA.
UNIVERSITY OF MIAMI, Coral Gables, Fla. 33124.
Mass Communications. Paul Nagel, Jr. BA.

GEORGIA

- UNIVERSITY OF GEORGIA, Athens, Ga. 30601. Jour-
nalism. Worth McDougald. BA, MA.

HAWAII

- UNIVERSITY OF HAWAII, Honolulu, Hawaii 96822.
Seech-Communications. Richard Rider. BA, MA.

IDAHO

- IDAHO STATE UNIVERSITY, Pocatello, Idaho 83201.
Speech, Drama. Herbert Everitt. BA.
UNIVERSITY OF IDAHO, Moscow, Idaho 83843. Com-
munications. Gordon Law. BA.

ILLINOIS

- EASTERN ILLINOIS UNIVERSITY, Charleston, Ill.
Speech, Journalism. Ken Hadwiger. BA.

NORTHWESTERN UNIVERSITY, Evanston, Ill. 60201. Radio, Television, Film, Journalism. Charles F. Hunter. BA, MA, PhD.

SOUTHERN ILLINOIS UNIVERSITY, Carbondale, Ill. 62901. Radio-Television. Buren Robbins. BA.

UNIVERSITY OF ILLINOIS, Urbana, Ill. 61803. Radio-Television, Journalism. Frank Schooley. BA, MA, PhD.

WESTERN ILLINOIS UNIVERSITY, Macomb, Ill. 61455. Speech, Drama, A-V, Journalism. Robert L. Arnold. BA, MA.

WHEATON COLLEGE, Wheaton, Ill. 60187. Speech. Edwin Hollatz. BA.

INDIANA

BALL STATE UNIVERSITY, Muncie, Ind. 47306. Radio-TV. William H. Tomlinson. BA.

BUTLER UNIVERSITY, Indianapolis, Ind. Radio and Television. James Philippe. BA.

INDIANA STATE UNIVERSITY, Terre Haute, Ind. 47809. Speech. Clarence M. Morgan. BA, MA.

INDIANA UNIVERSITY, Bloomington, Ind. 47401. Radio-Television. Donley Feddersen. BA, MA, PhD.

PERDUE UNIVERSITY, W Lafayette, Ind. 47907. Speech. Marvin N. Diskin. BS, MS.

IOWA

DRAKE UNIVERSITY, Des Moines, Iowa 50311. Radio-Television. James Duncan. BA.

IOWA STATE UNIVERSITY, Ames, Iowa 50010. Telecommunicative Arts. George P. Wilson Jr. BA.

UNIVERSITY OF IOWA, Iowa City, Iowa 52240. Speech (Div. of TV-Radio-Film). Samuel Becker. BA, MA, PhD.

UNIVERSITY OF NOTRE DAME, Notre Dame, Ind. Communication Arts. John W. Meaney. BA, MA.

KANSAS

FORT HAYS KANSAS STATE COLLEGE, Hays, Kan. 67601. Speech. Jack Heather. BA.

KANSAS STATE UNIVERSITY, Manhattan, Kan. 66502. Journalism. Virginia F. Howe. BA, MA.

UNIVERSITY OF KANSAS, Lawrence, Kan. 66044. Radio-TV-Film. Bruce Linton. BA, MA.

WICHITA STATE UNIVERSITY, Wichita, Kan. 67208. Speech. Frank L. Kelly. BA.

KENTUCKY

UNIVERSITY OF KENTUCKY, Lexington, Ky. 40506. Radio-TV-Film. Joe Ripley. BA, MA.

LOUISIANA

LOUISIANA POLYTECHNIC INSTITUTE, Ruston, La. 71270. Speech. E. G. Luck. BA, MA.

LOUISIANA STATE UNIVERSITY, Baton Rouge, La. 70803. Speech. John H. Pennybacker. BA.

LOYOLA UNIVERSITY OF THE SOUTH, New Orleans, La. 70118. Communications. Allan Jacobs. BA.

UNIVERSITY OF SOUTHWESTERN LOUISIANA, Lafayette, La. 70501. Speech. Albert L. Capuder. BA.

MAINE

UNIVERSITY OF MAINE; Orono, Maine 04473. Speech. Robert K. Clark. BA.

MARYLAND

UNIVERSITY OF MARYLAND, College Park, Md. 20740. Speech & Dramatic Arts. Thomas Aylward. BA, MA.

MASSACHUSETTS

BOSTON UNIVERSITY, Boston, Mass. 02215. Broadcasting & Film. Hugh D. Gillis. BA, MA.

EMERSON COLLEGE, Boston, Mass. 02116. Broadcasting. Charles Phillips. BA.

UNIVERSITY OF MASSACHUSETTS, Amherst, Mass. 01002. Speech. Richard Harper. BA.

MICHIGAN

CENTRAL MICHIGAN UNIVERSITY, Mt. Pleasant, Mich. 48858. Speech. James Mead. BA.

DETROIT, UNIVERSITY OF, Detroit, Mich. 48221. Radio-Television. James A. Brown. BA.

EASTERN MICHIGAN UNIVERSITY, Ypsilanti, Mich. 48197. Speech, Dramatic Arts. William Swisher. BA, MA.

MICHIGAN STATE UNIVERSITY, East Lansing, Mich. 48823. Television and Radio. Leo Martin. BA, MA, PhD.

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MINNESOTA

UNIVERSITY OF MINNESOTA, Minneapolis, Minn. 55455. Speech & Communications, Journalism & Mass Communications. Leonard Bart. BA, MA, PhD.

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UNIVERSITY OF MISSISSIPPI, University, Miss. 38677. Radio-TV. Duncan Whiteside. BA, MA.

UNIVERSITY OF SOUTHERN MISSISSIPPI, Hattiesburg, Miss. 39401. Communication-Radio-TV. David L. Waite. BA.

MISSOURI

CENTRAL MISSOURI STATE COLLEGE, Warrensburg, Mo. 64093. Speech. John R. Gregory. BA, MA.

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UNIVERSITY OF MISSOURI, Columbia, Mo. 65201. Journalism-Radio-TV, Speech & Dramatic Art. Maurice Shelby. BA, MA, PhD.

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MONTANA

MONTANA STATE UNIVERSITY, Bozeman, Mont. 59715. Film & Television. Fred Gerber. BA.

UNIVERSITY OF MONTANA, Missoula, Mont. 59801. Radio-TV-Journalism. Philip Hess. BA, MA.

NEBRASKA

CREIGHTON UNIVERSITY, Omaha, Neb. 68131. Communication Arts. R. C. Williams. BA.

UNIVERSITY OF NEBRASKA, Lincoln, Neb. 68508. Journalism. Larry Walklin. BA.

OMAHA UNIVERSITY, Omaha, Neb. 68101. Radio-TV. Paul Borge. BA.

NEVADA

UNIVERSITY OF NEVADA, Reno, Nev. Speech & Drama. (Department director not given). BA.

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SEATON HALL UNIVERSITY, South Orange, N. J. 07079. Communication Arts. Al Paul Klose. BA.

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NEW MEXICO STATE UNIVERSITY, Las Cruces, N. M. 88001. Journalism & Mass Communications. Harvey Jacobs. BA.

NEW YORK

BROOKLYN COLLEGE, Brooklyn, N. Y. 11201. Speech & Theater. Eugene Foster. BA, MA.

COLUMBIA UNIVERSITY, New York, N. Y. 10027. Film-Radio-TV-Journalism. Erick Barnouw. MA.

CORNELL UNIVERSITY, Ithaca, N. Y. 14850. Communication Arts. William Ward. BA.

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NORTH CAROLINA

UNIVERSITY OF NORTH CAROLINA, Chapel Hill, N. C. 27514. Radio, Television, Motion Pictures. Wesley Wallace. BA, MA.

NORTH DAKOTA

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OHIO

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UNIVERSITY OF CINCINNATI, Cincinnati, Ohio 45221. Radio-TV-Theatre Crafts. Warren Y. Gore. BA.

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KENT STATE UNIVERSITY, Kent, Ohio 44240. Speech. Walton Clarke. BA, MA.

MARIETTA COLLEGE, Marietta, Ohio 45750. Speech-Drama-Radio & TV. Bernard Russi. BA.

MIAMI UNIVERSITY, Oxford, Ohio 45056. Speech-Telecommunications. S. C. Hathaway. BA, MA.

OBERLIN COLLEGE, Oberlin, Ohio 44074. Communications. Daniel J. Golding. BA.

OHIO STATE UNIVERSITY, Columbus, Ohio 43210. Speech (Communications). James E. Lynch. BA, MA, PhD, EdD.

OHIO UNIVERSITY, Athens, Ohio 45701. Radio-Television. Presley D. Holmes. BA, MA, PhD.

OHIO WESLEYAN UNIVERSITY, Delaware, Ohio 43015. Speech. Donald R. Martin. BA.

OKLAHOMA

OKLAHOMA CITY UNIVERSITY, Oklahoma City, Okla. 73106. Speech. Marianna Davenport. BA.

OKLAHOMA STATE UNIVERSITY, Stillwater, Okla. 74074. Radio & Television. Robert Lacy. BA, MA.

UNIVERSITY OF OKLAHOMA, Norman, Okla. 73069. Speech-Journalism-Drama. Sherman P. Lawton. BA, MA, PhD.

UNIVERSITY OF TULSA, Tulsa, Okla. 74104. Speech. Edward S. Dumit. BA, MA.

OREGON

OREGON STATE UNIVERSITY, Corvallis, Ore. 97331. Speech. Harold M. Livingston. BA.

UNIVERSITY OF OREGON, Eugene, Ore. 97403.
Speech (Broadcasting). John R. Shepherd. BA, MA,
PhD.
PACIFIC UNIVERSITY, Forest Grove, Ore. 97116.
Speech. Fred Scheller. BA.

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DUQUESNE UNIVERSITY, Pittsburgh, Pa. 15219.
Journalism. C. S. McCarthy. BA.
GENEVA COLLEGE, Beaver Falls, Pa. 15010. Speech.
David Eshlman. BA.
PENNSYLVANIA STATE UNIVERSITY, University
Park, Pa. 16802. Broadcasting. Arthur Hungerford. BA,
MA.
TEMPLE UNIVERSITY, Philadelphia, Pa. 19122. Ra-
dio-Television-Film. Gordon Gray. BA, MA.

SOUTH CAROLINA

UNIVERSITY OF SOUTH CAROLINA, Columbia,
S. C. 29208. Broadcasting. Richard M. Uray. BA, MA.

SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA, Vermillion, S. D.
57069. Speech & Dramatic Arts. Martin Busch. BA,
MA.

TENNESSEE

EAST TENNESSEE STATE UNIVERSITY, Johnson
City, Tenn. 37601. Speech & Drama. Harold E. Frank.
BA.
MEMPHIS STATE UNIVERSITY, Memphis, Tenn.
38111. Speech & Drama. David Yellin. BA, MA.
UNIVERSITY OF TENNESSEE, Knoxville, Tenn.
37916. Journalism. Herbert H. Howard. BA.

TEXAS

ABILENE CHRISTIAN COLLEGE, Abilene, Tex.
76901. Speech. Chapin Ross. BA, MA.
BAYLOR UNIVERSITY, Waco, Tex. 76703. Radio-TV-
Film. J. S. McElhaney. BA, MA.
EAST TEXAS STATE UNIVERSITY, Commerce, Tex.
75428. Speech. David Rigney. BA.
UNIVERSITY OF HOUSTON, Houston, Tex. 77004.
Communications. Patrick E. Welch. BA.
NORTH TEXAS STATE UNIVERSITY, Denton, Tex.
76203. Speech & Drama. Ted D. Colson. BA, MA.
SOUTHERN METHODIST UNIVERSITY, Dallas,
Tex. 75222. Broadcast-Film Art. J. B. McGrath. BA,
MA.
TEXAS CHRISTIAN UNIVERSITY, Fort Worth, Tex.
76129. Speech. R. C. Norris. BA, MA.
TEXAS TECHNOLOGICAL COLLEGE, Lubbock, Tex.
79409. Speech. William M. Shimer. BA, MA.
UNIVERSITY OF TEXAS, Austin, Tex. 78712. Radio-
Television-Film. Stanley T. Donner. BA, MA, PhD.
UNIVERSITY OF TEXAS AT EL PASO, El Paso, Tex.
79999. Mass Communications. Virgil C. Hicks. BA.

TEXAS WOMAN'S UNIVERSITY, Denton, Tex. 76204.
Speech. Josh P. Roach. BA.
WEST TEXAS STATE UNIVERSITY, Canyon, Tex.
79015. Speech. Jack H. Walker. BA.

UTAH

BRIGHAM YOUNG UNIVERSITY, Provo, Utah 84601.
Communications. Owen A. Rich. BA, MA.
UTAH STATE UNIVERSITY, Logan, Utah 84321.
Communications. Burrell F. Hansen. BA, MA.
UNIVERSITY OF UTAH, Salt Lake City, Utah 84112.
Speech. Rey L. Barnes. BA, MA, PhD.

VERMONT

UNIVERSITY OF VERMONT, Burlington, Vt. 05401.
Speech. William J. Lewis. BA.

VIRGINIA

HAMPTON INSTITUTE, Hampton, Va. 24468. Mass
Media Arts. William Kearney. BA.

WASHINGTON

GONZAGA UNIVERSITY, Spokane, Wash. 99202. Com-
munications. Lee R. Norton. BA.
EASTERN WASHINGTON STATE COLLEGE, Che-
ney, Wash. 99004. Radio-Television. Howard E. Hopf.
BA, MS.
PACIFIC LUTHERAN UNIVERSITY, Tacoma, Wash.
98447. Speech. Paul J. Steen. BA.
UNIVERSITY OF WASHINGTON, Seattle, Wash.
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WASHINGTON STATE UNIVERSITY, Pullman,
Wash. 99163. Communications. Hugh Rundell. BA.

WEST VIRGINIA

MARSHALL UNIVERSITY, Huntington, W. Va. 25701.
Speech. Stephen D. Buell. BA.
WEST VIRGINIA UNIVERSITY, Morgantown, W. Va.
26506. Journalism. Guy H. Stewart. BA, MA.

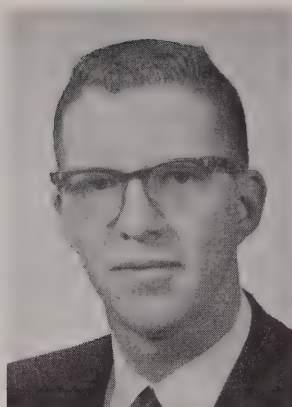
WISCONSIN

BELOIT COLLEGE, Beloit, Wis. 53511. Speech. Carl G.
Balson. BA.
MARQUETTE UNIVERSITY, Milwaukee, Wisc. 53233.
Radio-Television. Ramond T. Bedwell. BA, MA.
UNIVERSITY OF WISCONSIN, Madison, Wis. Speech.
Lawrence W. Lichty. MA, PhD.
UNIVERSITY OF WISCONSIN-MILWAUKEE, Mil-
waukee, Wis. 53201. Communications. Ruane B. Hill.
BA.

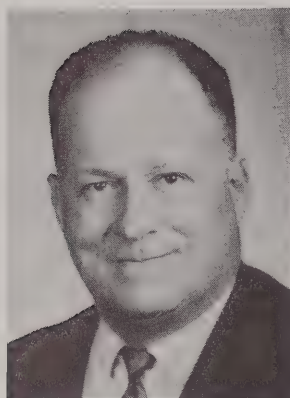
WYOMING

UNIVERSITY OF WYOMING, Laramie, Wyo. 82070.
Speech. John E. McMullen. BA.

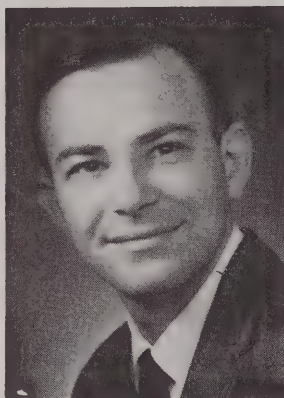
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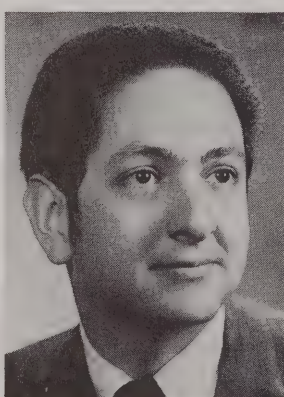
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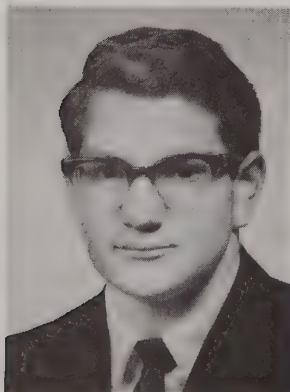
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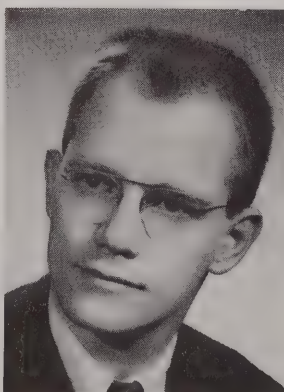
John Lorentz
Director of Engineering



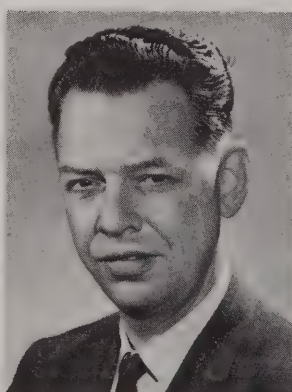
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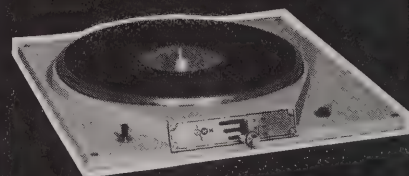
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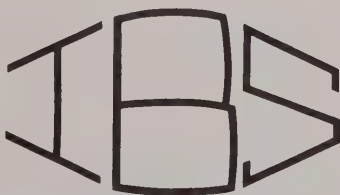


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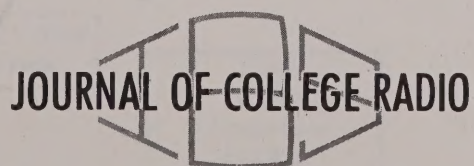
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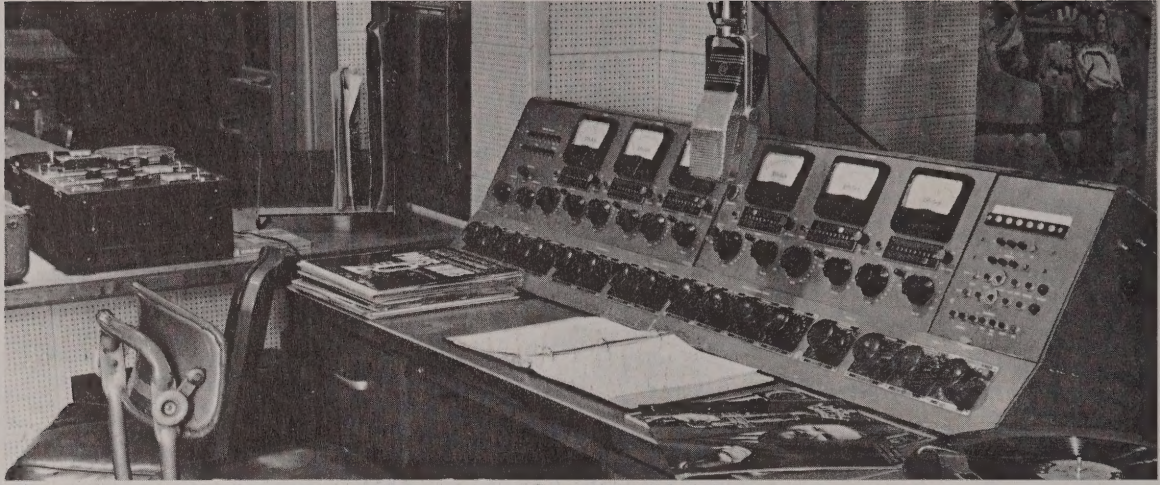
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I B S Exhibit10:45 12:00
Sessions and Workshops12:15 1:30
Box Luncheon1:45 3:15
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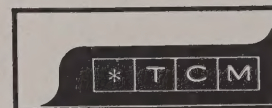
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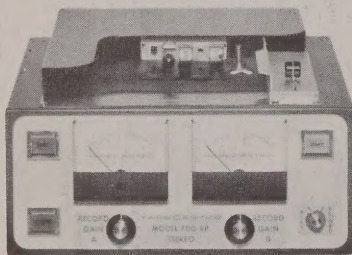


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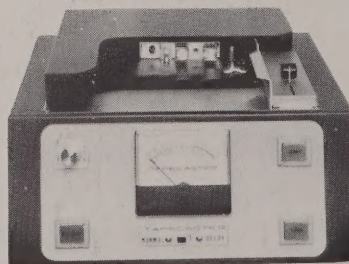


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